

# National Register Questionnaire Support Documentation and Resources

## Grant-Deneau Tower



**40 West Fourth Street**

**Dayton, Ohio**

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# Ohio Historic Preservation Office

## National Register of Historic Places

### Preliminary Questionnaire **Individual Property Form**

This questionnaire is designed to help us help you determine whether a property is likely to qualify for nomination in the National Register of Historic Places. To nominate archaeological sites in the National Register, contact the Archaeology Survey and Data Manager at the Ohio Historic Preservation Office, (614) 298-2000. For all other properties, complete steps 1-7, and then return this form to the Ohio Historic Preservation Office. To submit information regarding a potential **historic district**, please complete the **National Register of Historic Places Preliminary Questionnaire Historic District Form**.

## Step 1: Answer These Questions

Is your property at least 50 years old?

☐ Yes ☒ No

**Note:** *Constructed in 1969-1970, the property was recommended as eligible for National Register listing in the Ohio Modern Preserving Our Recent Past: Dayton Area Survey (2010) commissioned by SHPO. The building is the earliest example in Dayton of a modernist skyscraper, was the tallest building when it was constructed, and marked the beginning of the changing skyline for the city. Its potential for National Register eligibility is based upon Criteria C and Consideration G for properties less than 50 years in age.*

Does it still have historical integrity (important aspects of its original appearance and character)?

☒ Yes ☐ No

Is it significant in local, state, or national history?

☒ Yes ☐ No

If your answer to one or more of the above questions is no, the property is unlikely to be eligible for listing on the National Register of Historic Places, and you do not need to fill out the rest of this form.

If you answered yes to all three questions, go to Step 2.

## Step 2: Tell Us About The Property

1. In what county is it located?

**Montgomery**

2. What is the property's address?

Street Address **40 West Fourth Street**

City **Dayton** State **OH** Zip Code **45402**

3. What is the name and address of the owner?

Street Address **Matrix Dayton LLC**

**1201 Route 112**

City **Port Jefferson Station** State **NY** Zip Code **11776**

4. If you're not the owner, have you been in contact with the owner?

**Yes**

5. Briefly describe the structure(s).

**Located at the southeast corner of Fourth and Ludlow Streets in downtown Dayton, 40 West Fourth Centre is a 22 story concrete and glass skyscraper with a parking garage attached to the rear, south side. The north and south facades are constructed of glass curtain walls within a steel frame. The east and west facades are windowless of brick construction. The multi-story parking lot is of concrete construction.**

6. Draw the floor plan.

See Attached

First Floor

See Attached

Typical Upper Floor

A property can be listed on the National Register of Historic Places for one of four reasons or criteria. Of the following criteria – A, B, C, or D – which one best describes the property? Complete the questions inside one of the boxes (A, B, C, or D) then go on to Step 4.

or  
Criterion

C

The property has the distinctive characteristics of a type, period, or method of construction, represents the work of a master, possesses high artistic values, or represents a significant and distinguishable entity whose components may lack individual distinction (e.g. a historic district).

Example: The only example of a Gothic Revival style house.

What architectural style, building type or method of construction does the property represent?

40 West Fourth Centre was the first modern skyscraper built in Dayton. The building is constructed of reinforced concrete with the facades of brick and glass curtain walls. The building comprises of Meisian skyscraper elements such as glass curtain walls and of New Formalism such as its symmetrical composition, brick facades, and structural clarity. At the time of its construction, the tower was described in the Dayton Daily News (1969) as an example of “Brutalism”, perhaps owing to its structural clarity and exterior building materials such as brick and concrete. The newspaper article saw the building as a stylistic counterpoint to the International Style of Dayton’s Winters Tower, also under construction at the time.

What are the distinctive features of the property that are associated with this architectural style, building type, or method of construction?

**Exterior:** As was characteristic of New Formalism in architecture, concrete columns are rendered visible on all four symmetrical facades, delineating the bays that comprise the building exterior. The exterior columns extend to the roof, where they meet a projecting cornice comprising of evenly spaced concrete arches. The east and west facades are built of an infill of brickwork laid in common bond, with patterns of headers every twenty-fifth row. The glass curtain wall with metal framing, emphasizing the vertical plane on the north and south facades are characteristics of Meisian modernist skyscrapers. The symmetry of the facades is broken only at the entry level, which is recessed from the plane of the building along the north and west facades, and where the main entrance is set at the northwest corner of the building.

**Interior:** The interior of the building is essentially an open plan built around a central structural and service core, where the staircases and the bank of elevators are located and a framework of concrete beams and columns support the concrete floor slabs. The first floor is accessed via multiple entrances with the main entrances along the north façade and the northwest corner, as well as from the parking garage to the south. The entrance lobby is a double-height area with a mezzanine floor built around the central core. There is a restaurant/coffee shop along the northeast side, and a glass enclosed gallery/retail space set back to the southwest side. Both these spaces are currently vacant.

**Method of construction:** The reinforced concrete slab, beam and column construction not only forms the structural basis of the skyscraper; significantly, it also allows for flexible planning and partitioning of the office spaces on each floor, according to the specific requirements of the tenants on that floor. Both on the exterior and the interior, the structural frame as a guiding design principal is discernible, and is characteristic not just of New Formalism but more broadly of the modern commercial high-rise building.

Go to Step 4

later owners of the building have included the Union Central Life Insurance Company, and currently, Matrix Dayton LLC.

Important tenants of the building include, the Third National Bank, which occupied up to three floors during the 1970s, E. S. Galleon and Associates attorneys and the Dayton Visual Arts Center during the 1990s. Currently, Premier Health Partners are among the major tenants in the building. During the 2000s, however, the occupancy level of the building has been low, with several floors being unoccupied.

4. If the property represents the work of an architect, builder, designer, or artist, whose work is it?

The building was constructed by owners Paul H. Deneau and Richard H. Grant, Jr. As partner in the architectural firm of Deneau-Kleski and Associates, Deneau was also the architect for the building. He was also known as a hockey enthusiast, and was the owner of the shortly lived Dayton Arrows, Houston Aeros, and Indianapolis Racers hockey teams during the 1970s. Grant was the chairman of Reynolds and Reynolds Company, a company founded in the mid-nineteenth century and currently one of Dayton's large employers. Deneau-Kleski and Associates subsequently continued to design important buildings, including the Dayton Convention Center on Fifth Street in 1972, making important contributions to the shape that the downtown took in the mid- to late-twentieth century.

5. Where have you found historical information about this property? (examples: city or county records, newspaper articles, books, etc.)

ca. 1969-1979. *Grant Deneau Tower newspaper clippings file*, Dayton Metro Library Local History Room.

Montgomery County Auditor Real Property Data for 40 West Fourth Street at [www.mcauditor.org](http://www.mcauditor.org)

Ohio Historic Inventory Form for 40 West Fourth Street (MOT-05154-15).

Kane, Kathy Mast, and Wright, Nathalie. 2010. *Ohio Modern: Preserving Our Recent Past: Dayton Area Survey Report*. Ohio Historic Preservation Office, Columbus, Ohio.

City of Dayton Building Services Department.

#### Go to Step 4

### Step 4: Tell Us About The Property's History

1. How many structures are there on the property? When, to the best of your knowledge, was each one built?

There are two structures on the property. The primary structure is a 22 story skyscraper. Attached to this structure is a six story parking garage. The structures were designed and built together, with the construction completed in 1970. At the time of its completion, the property, then known as the Grant-Deneau Tower, was the first modernist skyscraper in Dayton, and the tallest building in the city.

2. What changes have been made to the building(s), and, if you know, when did they occur? (examples: additions, new windows, siding, roof, etc.)

The building has undergone two renovations, in about 1978-1979 and in 1997. In 1978-1979, the open, two story portico at the intersection of Ludlow and Fourth Street was partly enclosed with the glass curtain wall to expand the entrance lobby as seen in the present day. The enclosure, of a similar character as the curtain wall of the north and south facades of the building, was designed by the architectural firm of Kleski and Associates. The original building was designed by Deneau-Kleski and Associates, the predecessor to Kleski and Associates. Other modifications included updating of security and HVAC systems, new carpeting and newer wall finishes on certain floors, updating of hallways on about 16 floors. In 1997, the lobby was once again remodeled and a teleconferencing center and health spa were added within the existing perimeter of the building.

3. What are the names of the original and subsequent people or business(es) that occupied the property? Include the dates when they occupied the property, if you know.

Paul H. Deneau, Richard H. Grant, Jr. and their partners were the developers of the property. Until 1976, Grant-Deneau owned the property. During the 1970s, the owners were subject to lawsuits for defaulting on taxes and insurance payments, and the property was subsequently sold to Prudential Life Insurance Company in 1977 and was renamed Miami Valley Tower. The renovations in 1977-78 were carried out under the ownership of Prudential Life. Other,

## Step 5: Answer These Questions About the Property's Condition

1. Is the property on its original site?

**Yes**

2. What are the important features of its setting? Are they intact?

**The building is located at the important intersection of Fourth Street and Ludlow Street in Dayton's downtown. Important features of the setting, including the street layout, the Reibold Building, and the historic Arcade Building (currently not in use) remain standing. The setting is intact and largely reflects the condition during the period that the building was constructed.**

3. What major historic materials does the property retain? (examples: wood siding, slate shingles, decorative trim)

**The property retains its historically significant materials, which include the exterior sheet glass and metal framing, structural concrete of the beams, floors and columns, the central structural and circulation core, and the brick spandrels on the east and west facades.**

4. Have any major historic materials been removed or covered with asbestos, aluminum, or vinyl siding?

**None known to have been removed. There are newer carpeting and finishes on several floors, and the expansion of the entrance lobby was carried out about eight years after the original construction, mainly with materials and finishes sympathetic to the original style.**

5. Does the property retain the major features of its design and function such as the basic shape, room arrangements, and window and door openings?

**Yes.**

## Step 6: Take These Photos

Enclose the following photos of the property as it looks today. Recent color snapshots are fine.

### Outside

**X** Front

**X** Sides

**X** Back

### Inside If Assessable

**X** Pictures of the main rooms or public spaces, such as the Hall, Living Room, Dining Room, Lobby, Ballroom, Auditorium, Classroom, etc.

Old Photographs

**X** If you have photographs that show how this property looked at an earlier time, sending photocopies may help us better advise you on its National Register eligibility. Please do not send original historic photos.

Additional photos may help us better help you. If the property has any of the following features, or other features you think are interesting, consider sending photos of them, as well:

**X** Front Door and Door Frame

**X** Window and Window Frame

☐ Ornamental Details

☐ Cornerstone

☐ Stained Glass

☐ Barns, Stables, Outbuildings

☐ Iron, Wire, or Wooden Fences

☐ Gardens, Terraces, Setting

☐ Ornamental Plaster

☐ Old Lighting Fixtures

☐ Vintage Equipment

☐ Tower, Steeple, Dome

☐ Old or New

Alterations

☐ Staircases

☐ Mantels

☐ Fine Woodwork

## Step 7: Send Us Your Completed Questionnaire

Please do not put questionnaire in folder or binder

**Ohio Historic Preservation Office**

**800 E. 17<sup>th</sup> Avenue**

**Columbus, OH 43211-2474**

After looking over your questionnaire, we'll contact you to let you know whether the property appears to be eligible for the National Register or not. Please give us the address at which you'd like to be contacted.

Name **Samiran Chanchani**

Address **HistoryWorks, LLC, PO Box 8378**

City **West Chester** State **OH** Zip Code **45069**

Phone (**513**) **2658493** FAX (\_\_\_\_) \_\_\_\_\_

E-Mail Address: **historyw@historyworks.us**





## OHIO HISTORIC INVENTORY

RPR Number:

1. No. <b>MOT-05154-15</b>		4. Present Name(s) <b>40 West 4th Centre</b>		4-15 <b>MOT-0515</b>
2. County <b>Montgomery</b>		5. Historic or Other Name(s) <b>Grant-Deneau Tower</b>		
6. Specific Address or Location <b>40 W 4th St</b>		19a. Design Sources		2. County <b>Montgomery</b>
		20. Contractor or Builder		
6a. Lot, Section or VMD Number <b>R72 00504 0008</b>		21. Building Type or Plan <b>Skyscraper</b>		4. Present or Historic Name(s) <b>40 West 4th Centre</b>
7. City or Village <b>Dayton</b>		22. Original Use, if apparent <b>Office Professional</b>		
9. U.T.M. Reference Quadrangle Name: <b>Dayton North</b> <b>16 740497 4404414</b> Zone Easting Northing		23. Present Use <b>Office Professional</b>		35. Plan Shape <b>Rectangular</b>
		24. Ownership <b>Private</b>		
10. Classification: <b>Building</b>		25. Owner's Name & Address, if known <b>Matrix Dayton LLC</b> <b>732 Smithtown Bypass, Suite 200</b> <b>Smithtown, NY, 11787</b>		36. Changes associated with 17/17b Dates: 17. <b>Original/Most significant construct</b>
11. On National Register? <b>NO</b>				17b. <b>Rehabilitation</b>
13. Part of Established Hist. Dist? <b>NO</b>		26. Property Acreage <b>.6786</b>		37. Window Type(s) <b>Other</b>
15. Other Designation (NR or Local)		27. Other Surveys		38. Building Dimensions <b>143' x 77'</b>
16. Thematic Associations: <b>COMMERCE</b>		28. No. of Stories <b>11 - 24 stories</b>		39. Endangered? <b>NO</b> By What?
17. Date(s) or Period <b>1969</b>		29. Basement? <b>Unknown</b>		40. Chimney Placement <b>No chimney observed</b>
17b. Alteration Date(s) <b>1997</b>		30. Foundation Material <b>Reinforced concrete</b>		41. Distance from & Frontage on Road <b>DF: 30' F: 150'</b>
18. Style Class and Design		31. Wall Construction <b>Metal/steel frame</b> <b>Concrete block</b>		51. Condition of Property: <b>Excellent</b>
Element	<b>New Formalism</b>	32. Roof Type <b>Flat</b>		52. Historic Outbuildings & Dependencies Structure Type
Element	<b>Miesian</b>	Roof Material <b>Built-up (tar paper, membrane, graveled)</b>		Date
18a. Style of Addition or Elements(s)		33. No. of Bays <b>6</b> Side Bays <b>3</b>		Associated Activity
19. Architect or Engineer <b>Paul H. Deneau</b>		34. Exterior Wall Material(s) <b>Pigmented sheet glass</b> <b>Brick</b>		53. Affiliated Inventory Numbers Historic (OHI)
				Archaeological (OAI)
42. Further Description of Important Interior and Exterior Features (Continued on Reverse if Necessary) The minimally projecting cornice with evenly spaced arches on all sides, symmetrical elevations with curtain wall of colonnades of thin concrete columns, interspersed with dark tinted glass (north and south elevations) and dark brown brick with light mortar (east and west elevations) are elements of New Formalism. Projecting vertical aluminum ridges further delineate the glass walls (4 columns of glass per bay). In the recessed corner entry area, these ridges dip below the first floor ceiling height in a decorative fashion. Three brick spandrels on sides are laid in common bond pattern with a row of headers approx. every 25 rows. First floor of west side has floor to ceiling plate glass storefront windows. Main revolving door entry is in angled recess beneath northwest corner. There are additional doors and parking garage exit on the north elevation.				
43. History and Significance (Continue on Reverse if necessary) Prior to its upgrade in 1997 that included a remodeled lobby, a health spa and a teleconferencing center, this 225,000 s.f. building was known as the Miami Valley Tower. E. S. Gallon & Associates, attorneys, were the largest tenant in 1996. The Dayton Visual Arts Center was also a tenant in the 1990s. The building had undergone another major renovation in 1979. When it opened in 1969, it was called the Grant-Deneau Tower, named for its owners at the time, Richard H. Grant and Paul H. Deneau. A 1997 article proclaimed it as Dayton's first modern office tower. It was Dayton's tallest building when built. The historic 1922 Keith's Theater (44 W. 4th St.) was demolished in 1967 to make way for this tower.				
44. Description of Environment and Outbuildings (See #52) Corner location, downtown commercial district. Parking garage (350 car capacity) to the rear (south), also remodeled in 1997.				
45. Sources of Information Site inspection; Montgomery County Auditor website; Dayton Daily News: Building upgrade finished - 6/25/1997; S. Ludlow looking up - 7/312/1996; <a href="http://cinematreaasures.org/theater/3202/">http://cinematreaasures.org/theater/3202/</a> ; <a href="http://www.emporis.com/application/?nav=building&amp;lng=3&amp;id=128319">www.emporis.com/application/?nav=building&amp;lng=3&amp;id=128319</a>				
46. Prepared By: <b>Kathy Mast Kane</b>		47. Organization: <b>Ohio Modern Survey</b>		48. Date Recorded: <b>09/11/2009</b>
49. PIR Reviewer: <b>LAR, CS</b>				50. PIR Review Date: <b>09/21/2009</b>

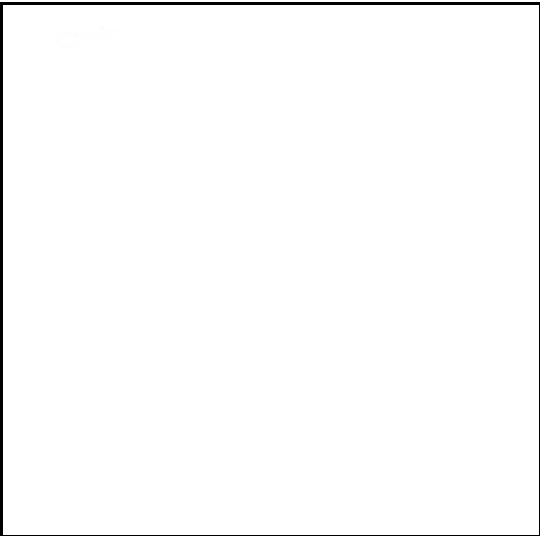
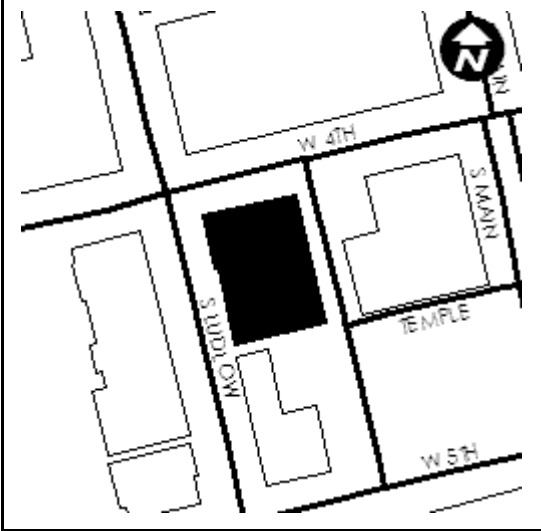
1. No. <b>MOT-05154-15</b>	4. Present Name(s) <b>40 West 4th Centre</b>
2. County <b>Montgomery</b>	5. Historic or Other Name(s) <b>Grant-Deneau Tower</b>

MOT-0515

4-15

8. Site Plan with North Arrow

54. Farmstead Plan :



Door Selection:

Corner

Door Position:

Flush

Orientation:

Multiple facade orientation

Symmetry:

Bilateral asymmetry

Report Associated With Project:

NADB #:





The former **Grant-Deneau Tower** (MOT-05154-15), at 331 feet, was the tallest building in Dayton when it opened in 1969 and was considered the city's first modern office tower. The new skyscraper symbolized the conviction of Dayton's city leadership that downtown was still a viable commercial center, despite the increase of company relocation to the suburbs beginning in the 1960s. The 22-story building was designed by Paul H. Deneau, merging characteristics of New Formalism and Miesian styles. In the 1990s, this building was known as the Miami Valley Tower.



Grant-Deneau Tower  
40 W. Fourth St., Dayton

*List of Potential National Register Eligible Properties*

	<i>Associated OHI Number</i>	<i>Property</i>	<i>Location</i>	<i>Construction Date</i>	<i>Architect/Developer</i>	<i>Criteria</i>			<i>Area of Significance</i>
						A	B	C	
<b><i>Individual Residential</i></b>	GRE-01209-10	Rockafeld House - WSU President's House	Fairborn	1969	E.A. Glendenning			x	Architecture
	MOT-02577-24	Joseph Haverstick House	Oakwood	1949	J.N. Haverstick and Sons		x		Community Planning, Architecture
	MOT-05159-57	Dayton Towers	Dayton	1963		x		x	Community Planning, Architecture
	MOT-05176-62	AFL-CIO - The Lakewoods Apartments	Dayton	1966	Paul Deneau			x	Architecture
	GRE-01202-10	Wright Elementary	Fairborn	1966-1967	Richard Thomas	x		x	Education, Architecture
<b><i>Individual Non-Residential</i></b>	GRE-01208-10	Skyborn Drive-in Theatre	Fairborn	1950		x			Recreation
	MOT-05153-15	Dayton and Montgomery County Public Library	Dayton	1962	Pretzinger & Pretzinger	x		x	Education, Architecture
	MOT-05154-15	Grant-Deneau Tower	Dayton	1969	Paul Deneau	x		x	Commerce, Architecture
	MOT-05157-64	University of Dayton Arena	Dayton	1969	Pretzinger & Pretzinger	x		x	Recreation, Architecture
	MOT-05158-60	Roesch Library (University of Dayton)	Dayton	1969	Pretzinger & Pretzinger	x		x	Education, Architecture
	MOT-05160-57	United States Post Office	Dayton	1970	Samborn, Stekette, Otis & Evans / Dunker & Schioler			x	Architecture
	MOT-05174-61	Memorial Presbyterian Church	Dayton	1948				x	Architecture

## Miesian

The Miesian style (1945-1970) is characterized by clarity of design using clean lines and functional style. The proponents of the style, Ludwig Mies van der Rohe and Walter Gropius, advocated the principles of “rational clarity and intellectual order” in design. The style used the freedom of plan and elevation obtained by a skeletal construction method that removed structural functionality from the exterior walls. The essence of architectural expression lay in the elevation of the industrial vernacular to art using steel beams, columns, spandrels, and curtain wall. Emphasis was on the structural grid resulting in a design that was logical, regular, and ordered.

The Miesian style was not common in the survey. Only four buildings, with construction dates between 1964 and 1970, were classified as Miesian. Since the elements of the style dictate a boxy structure, the buildings in the Miesian style are almost exclusively office or educational structures. The surveyed properties consist of three office buildings (one government, two private), and a college building.

The **Montgomery County Courts Building** (MOT-05372-15), built 1964-65, features a recessed ground floor, symmetrical arrangement of windows and doors and expressed concrete forms, characteristics of the Miesian style. Although the flat-roofed building is box-like, it has an overall sense of verticality due to the vertical ribbons of windows, separated by vertical bands of concrete. The architects on this project were Pretzinger & Pretzinger with Lorenz & Williams as associates.



Montgomery County Courts Building  
41 N. Perry St., Dayton

The former **IBM Building** (MOT-05305-15), built in 1967, features the typical rectangular form, recessed ground floor, and overall sense of symmetry that are characteristics of the Miesian style. The building differs from a pure expression of the style because the use of piers and spandrels instead of slender mullions takes away from the glass curtain wall effect that is more typical. The entire surface of the building is covered with embedded pebbles, giving the building a sense of applied ornament that is not seen with the Miesian style. Shaw, Metz and Association of Chicago were the architects, with Dayton's Lagedrost and Walter as associates.



IBM Building  
33 W. First St., Dayton

The 1969 former **Grant-Deneau Tower** (MOT-05154-15) features elements of the Miesian and New Formalism styles. Miesian features include the set back ground floor entrance, symmetrical elevations, skeletal construction, dark-tinted glass curtain wall and slender mullions. The architect was Paul H. Deneau, who was also one of the building's original owners.



Grant-Deneau Tower  
40 W. Fourth St., Dayton

**ATTACHMENT 1**

**COVER LETTER FROM CITY MANAGER/  
INTRODUCTION OF NEW MATERIAL**

"Above all, the construction is a statement of confidence in downtown Dayton, the region's urban core. The confidence is justified. Many have known that all along. The new project will make it apparent to all." --Dayton Daily News, 1967





February 27, 2015

Ms. Megan Rupnik  
Survey and National Register Manager  
State Historic Preservation Office  
800 East 17<sup>th</sup> Avenue  
Columbus, OH 43211

Dear Ms. Rupnik,

We are pleased to submit this package of historic resources to support the Grant-Deneau Tower's prospective listing on the National Register of Historic Places. We hope that you find we have achieved what we were asked: to provide additional information about the building's significance and its role in Dayton's development. It was said that more information was needed, and, quite frankly, we agreed.

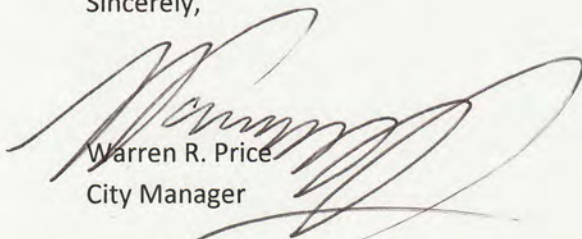
One of our first efforts was to get the building historically designated at a local level: itself a significant effort. In doing so we hoped we would discover resources that supported the assertion that this was an essential building in moving downtown Dayton forward and played a formative role in the modern development effort. That was what we hoped for; we were not disappointed.

Upon official listing as a local landmark, it was fortunate that the news reached the daughter of Paul Deneau (the building's architect), Lisa Deneau, who maintains an extensive collection of resources regarding the work of Paul Deneau. Attachment 5 of this package is a sampling of the most important materials.

Drawing from those materials, a contextual narrative, entitled "The Role of the Grant-Deneau Tower in Modern Downtown Dayton," has been completed to substantiate the building's role in downtown Dayton. It has been demonstrated that the building was the first and foundational effort in an offense-driven strategy to address increased competition of rapidly populating suburbs.

It is our belief that these resources provide a basis for advancing a National Register nomination, as it is indeed exceptionally important for Dayton's history.

Sincerely,



Warren R. Price  
City Manager

WRP/tdk  
Attachments



## **ATTACHMENT 2**

### **SUMMARY INFOGRAPHIC**

"The only way to grow is to take risks." –Paul Deneau (Dayton Daily News, 1967)

# DAYTON'S OWN MID-CENTURY MARVEL

## THE GRANT-DENEAU TOWER

40 WEST 4TH STREET



# 1966

PLANS REVEALED &  
PROPERTY ACQUIRED

THE STRIKING PLANS  
FOR THE BUILDING  
WOULD BECOME EXEMPLARY  
USE OF

## NEW FORMALISM & MIESIAN

STYLES OF ARCHITECTURE

THERE'S NEVER BEEN  
ANYTHING LIKE IT  
IN DAYTON BEFORE



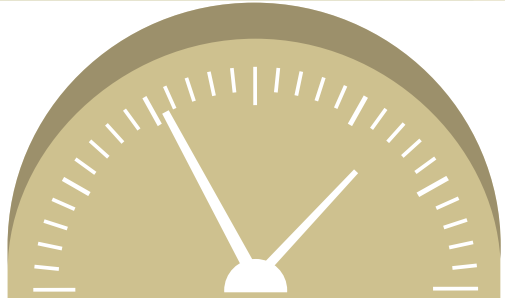
# DAYTON'S FIRST

MODERN HIGH-RISE

↑ 331 FEET TALL ↑

230,000 SQ. FT.  
OF OFFICE SPACE

\$6.5 MILLION  
CONSTRUCTION COST



## TIMELINE OF DAYTON'S SKYLINE



1904  
CENTRE CITY

1926  
BILTMORE TOWER



1931  
MUTUAL HOME BLDG

### A CHANGING DAYTON

- Population Decline
- New Highways
- Rise of The Suburbs
- Aging Buildings

1969  
GRANT-DENEAU  
TOWER



"Above all, the construction is a statement of confidence in downtown Dayton, the region's urban core. The confidence is justified. Many have known that all along. The new project will make it apparent to all."

- DAYTON DAILY NEWS, 1967



1971  
WINTERS TOWER

1972  
130 W. SECOND ST.



1976  
10 W. SECOND ST.

(ITS) A CLEAN, MODERN STATEMENT  
WITH A DASH OF ROMANTICISM  
IN ITS LIGHTED ARCHES.

- PAUL DENEAU  
*Architect and Developer of  
the Grant-Deneau Tower*

### A CITY'S SKY HIGH SOLUTION TO KEEPING DOWNTOWN VITAL

It was the 1960s, a period of great change and concern in the City of Dayton, particularly downtown. Interstate 75 was completed, and a new beltway, I-675, was being planned. The City of Dayton found its population on the decline for the first time, and suburban malls and office buildings posed a new, major threat.

Dayton went on the offensive, and Grant-Deneau was the first salvo. Modern office buildings would compliment the huge urban renewal projects and make downtown competitive again. Before Grant-Deneau, a building of over 15 stories had not been constructed downtown since 1931. With its construction Grant-Deneau would usher downtown into the modern age.

### AN UNSUNG HERO OF DAYTON ARCHITECTURE:

## PAUL DENEAU

"I'm not ashamed to  
say I love this city. I  
dearly love it."

- Born in 1928
- 1951 Architecture Graduate of Ohio State University
- Moved to Dayton in 1955
- Owner of the Houston Aeros, a World Hockey League team
- Designed and developed multiple Dayton landmarks, including:

*The Convention Center  
Hotels  
Office Buildings  
Residential Complexes*

## ATTACHMENT 3

### CONTEXTUAL NARRATIVE

“Already South Dayton Mall (SDM) is anticipated to overshadow the present CBD retaining function. SDM will have 2.2 million sq. ft. of retail space consisting of 106 stores. Downtown Dayton presently comprises approximately 2 million sq. ft. with Rike’s Department Store accounting for 600,000. Adjacent to the SDM are an additional 168 acres already zoned for commercial use. Some of Dayton’s existing merchants are estimating that 40% of their total sales will be generated at SDM. This may, in fact, be a conservative estimate.

Office buildings are already locating in nearby areas adjacent to the mall.

Will Dayton’s CBD undertake the action necessary to cope with emerging regionalization? The answer would seem to be indicated by what is happening in the CBD. The recent new buildings in Dayton’s CBD seem to be reasonable evidence of confidence in its future.”

(Dayton Center City Design Study, RTKL, 1969)

# **The Role of the Grant-Deneau Tower in Modern Downtown Dayton**

## **City of Dayton Department of Planning and Community Development**

It was the 1960s, a period of great change and concern in the City of Dayton, particularly downtown. Interstate 75 was completed in 1966, and a new beltway, I-675, was being planned. The City of Dayton found its population declining for the first time in history. Aging residential and commercial buildings were seen as a major challenge. The city continued to face competition from all directions in the form of rapidly populating suburbs, including massive retail developments, with offices expected to follow. The suburban migration had left behind a built environment that seemed old, antiquated—built for a previous time. One redevelopment study (Dayton City Plan Board, 1964) noted the following: “The loss of economic vitality in the mid-50s has brought physical obsolescence and decay in the mid-60s. The empty storerooms, the gradual deterioration of structural conditions, lack of maintenance and economic obsolescence of buildings has been apparent and is becoming more evident each year” (page 1). Of particular concern was the area south of Third Street (where the Grant-Deneau Tower is now located), which according to the study, “has experienced Dayton’s most serious problems of decentralization. This area historically has been the concentration of small retail merchants and thus the development of the automobile-oriented suburban shopping center has had its most serious effect on this portion of downtown.” In the late 1960s, urban design and planning consultants RTKL were brought in to address the problem of a declining downtown in the face of increased suburban competition. The consultants determined that downtown needed bold action. One particular section by their economist asks “Will Downtown Move (or has it?).” The report states:

*Already South Dayton Mall (SDM) is anticipated to overshadow the present CBD retailing function. SDM will have 2.2 million sq. ft. of retail space consisting of 106 stores. Downtown Dayton presently comprises approximately 2 million sq. ft. with Rike’s Department Store accounting for 600,000. Adjacent to the SDM are an additional 168 acres already zoned for commercial use. Some of Dayton’s existing merchants are estimating that 40% of their total sales will be generated at SDM. This may, in fact, be a conservative estimate.*

*The SDM is expected to obtain many of the dollars now going to Tri-county and downtown Cincinnati. In addition, the SDM location is one that is central to the high income residents of the region and is perceived as a safe retailing environment by its prospective customers.*

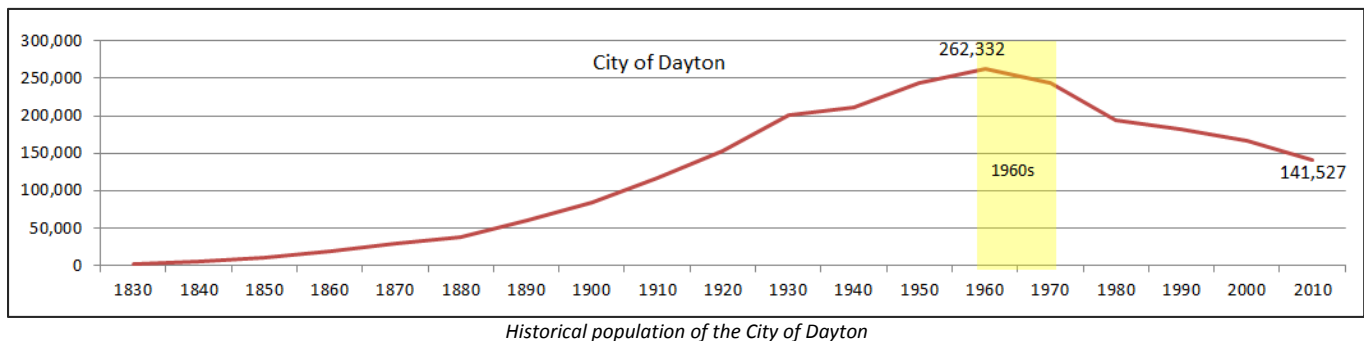
*Thus, it appears that with the completion of SDM, an important component of the retailing function has already moved south.*

*Office buildings are already locating in nearby areas adjacent to the mall. A million-dollar building is programmed to be built southwest of the Highway 41 and 725 intersection. The \$8 million NCR training/office complex is currently under construction. In addition many smaller buildings such as the Shell Oil Company regional office headquarters, the three-story \$1.5 million office building located near the Imperial South Motel are in varying stages of development.*

*The County Planning Commission has zoned 113 acres to the east of SDM for commercial use. There have been numerous requests for rezoning the areas immediately north of SDM from south 725 to Yankee Street. The areas directly south of the SDM are either being held for speculation (an underdeveloped half-acre lot adjacent to the mall is already valued at \$79,000) or are in the process of being studied for high-density commercial planned unit development. Thus, while the office space function is still most strongly associated with downtown Dayton, large office parks are bound to be built in the next five to ten year period provided that center city creates no counter trends.*

A consultant for RTKL continues:

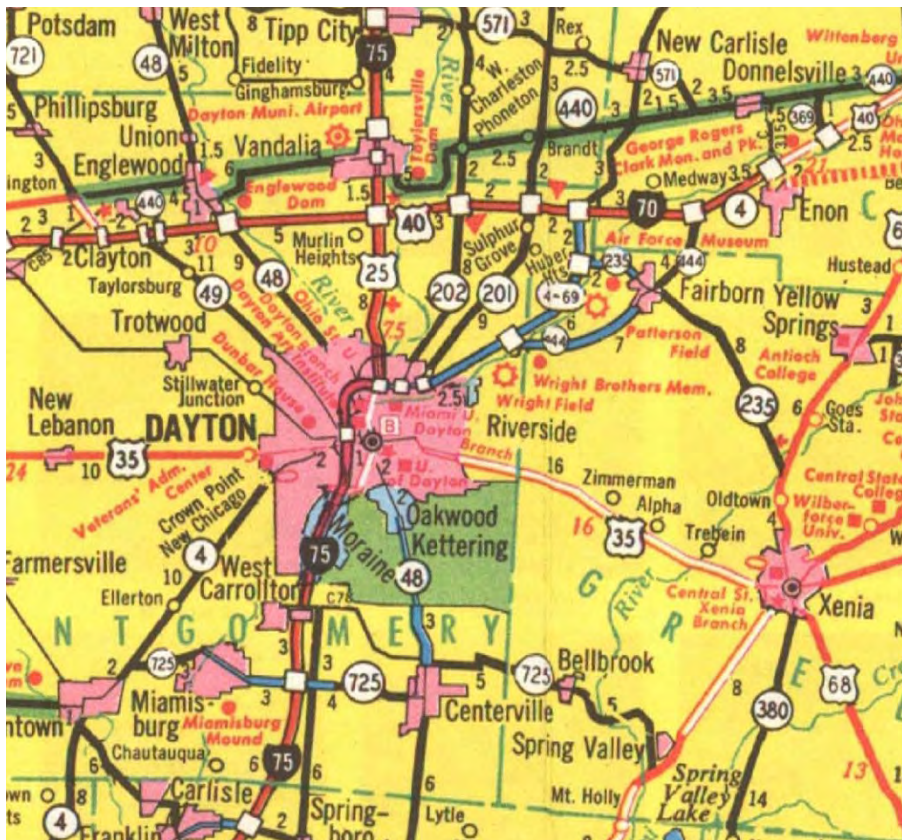
*To put this very simply, we have seen a great deal of evidence in the questionnaires that we have been sending out and the work we have done to indicate that only a few financial decision makers are actually committed to doing their expansion in the Dayton CBD. Much office expansion can take place elsewhere in the region or it can take place in the CBD. We have seen in other parts of the country a development of large regional retail centers which then induce the development of financial office space.”*







1964 Ohio Highway Map showing planned I-75 through Dayton, and planned I-675 to the east of the city



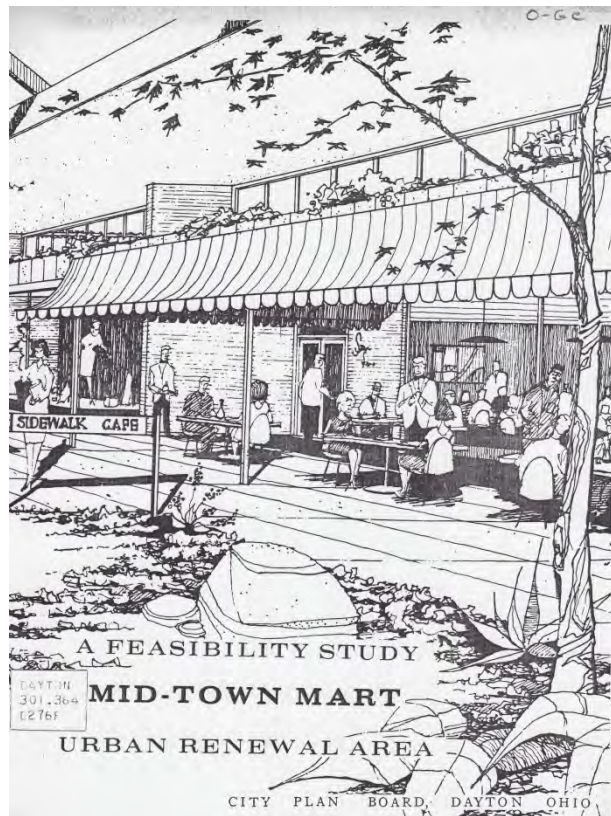
1967 Ohio Highway map showing completed I-75 through Dayton



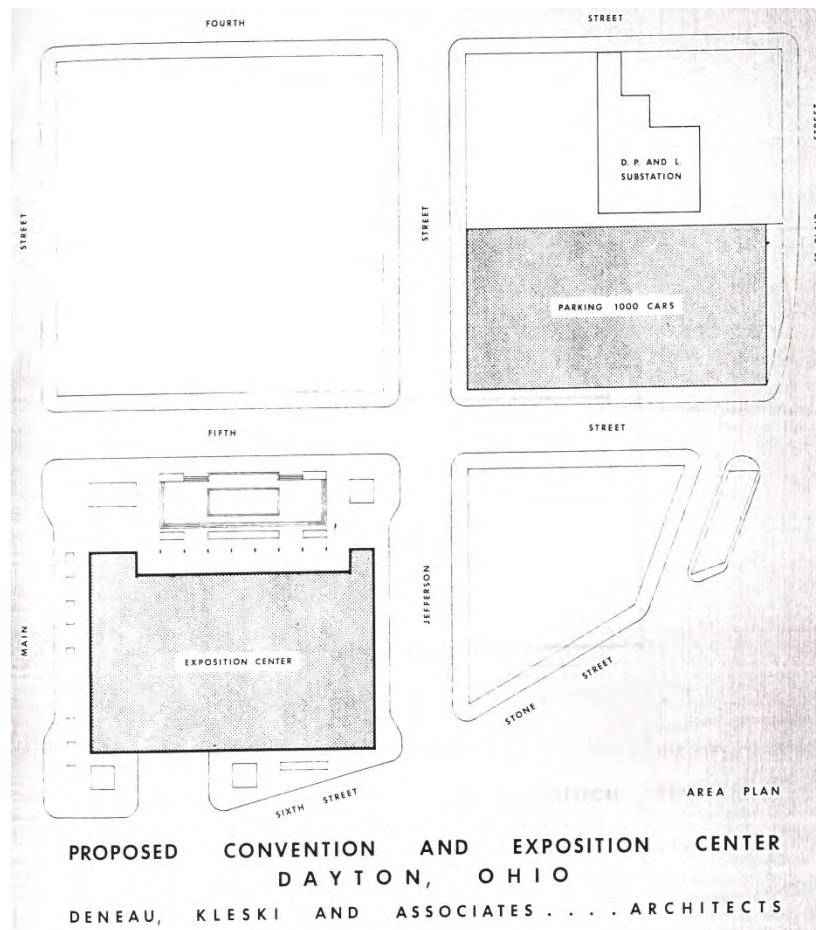
Large redevelopment projects were seen as one way to address the problem. In a series of projects designed to remove blight and construct a modern, more desirable built environment, Urban Renewal changed the landscape of Downtown Dayton. The East Dayton plan (the first of its kind in Ohio) demolished blocks of single-family homes, primarily in pursuit of open spaces, industry, and large multi-family dwellings. The Miami-Maple and Perry-Mead plans largely cleared the area between Main Street and I-75, which was in development at the time. Miami-Maple and Perry-Mead areas would eventually lead to Sinclair Community College and a large complex of government and courts buildings, in place of the largely unfulfilled vision for “Center City West” which included a municipal convention center at the edge of downtown near the interstate highway. The Mid-Town Mart plan brought the focus of redevelopment efforts back to the downtown core, and gave the directive for clearance of structures south of Third Street and east of Main Street, leading to what would become, after a shopping center plan fizzled, the Dayton Convention Center and Dave Hall Plaza. Modern high-rises (both as part of urban renewal projects and as stand-alone development) were seen as a cure for dilapidated and substandard commercial spaces of the past. The first of these high-rises came towards the end of the decade with the construction of the Grant-Deneau Tower.



*The largely unrealized Center City West plan*

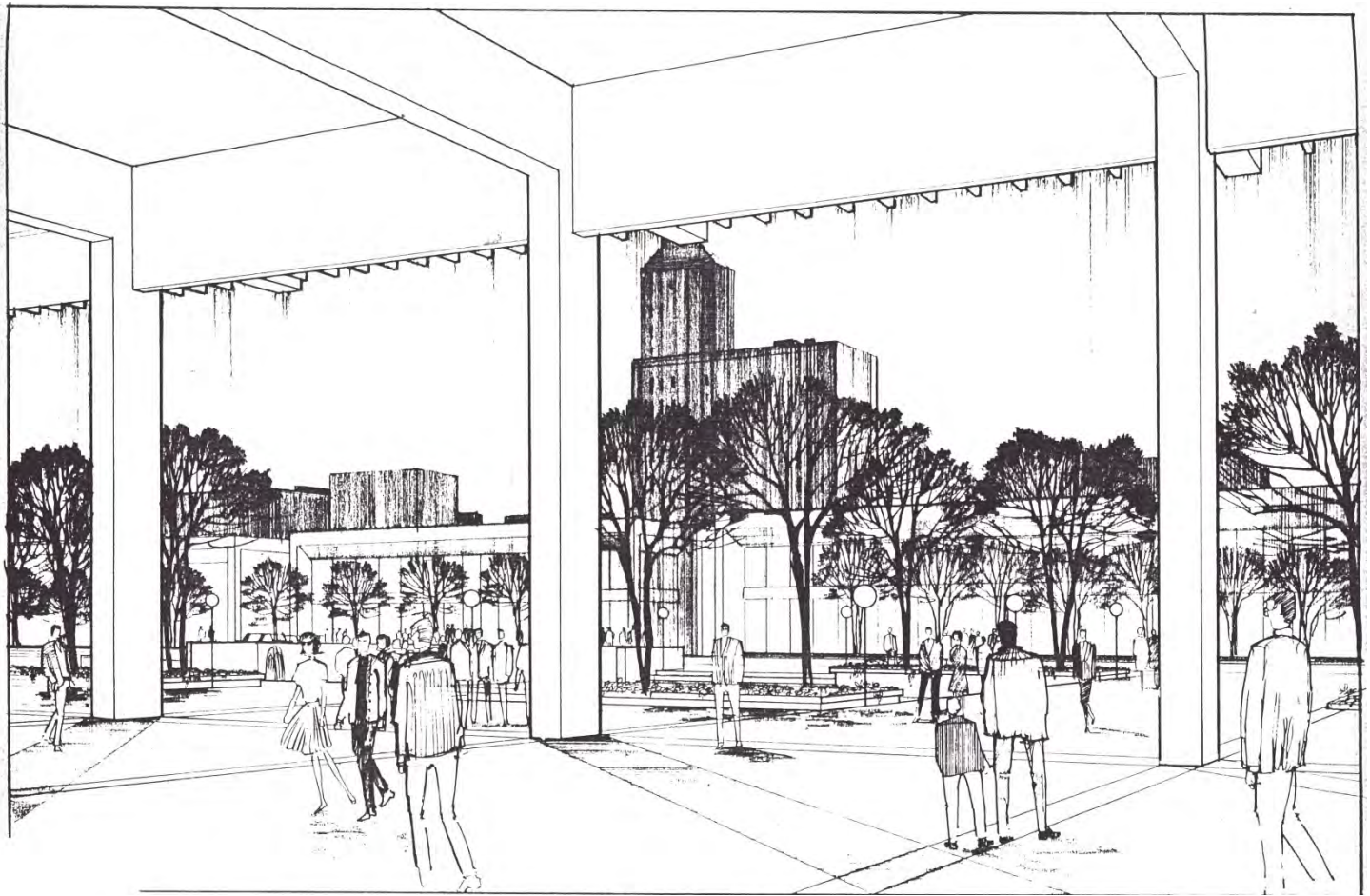


Cover of the Mid-Town Mart study, eventually where the Deneau-designed convention center would be located



Preliminary scheme for the new convention center





*Drawing of the proposed convention center plaza, looking north*

By 1969, urban renewal efforts were well underway, and large swaths of the city had been dramatically altered, if not cleared entirely. But the Dayton skyline had not changed significantly until the construction of the Grant-Deneau Tower. An important urban renewal project linked with the tower was Mid-Town Mart, the plan that led to the Dayton Convention Center. In a 1973 special section of the Dayton Daily News about the opening of the Dayton Convention Center, Jim Nichols reports that the convention center, “joins the Sinclair Community College, the 22-story Grant-Deneau Tower, the 30-story Winters Tower, and the 22-story First National Bank building in proclaiming Dayton is alive and serving its people.” That both the Convention Center and the Grant-Deneau Tower had the same architect serves as an even more direct link. In terms of location, Grant-Deneau is about one block west of the Mid-Town Mart Urban Renewal Area, the Perry-Mead Urban Renewal Area, the later Courthouse Square Urban Area, and across the street from the later Arcade Square Urban Renewal Area.

The Grant-Deneau Tower project was established in 1966. The purchase of the site, which was the location of the RKO Keith Theatre, was announced on July 14, 1966, and renderings soon followed. From its beginning, the building was to have a clean, modern look, while exhibiting “a dash of romanticism” (Goldwyn, 1972) leading to what is now considered a Miesian/New Formalist design. The project naturally received a great deal of attention, not just because of its location, prominence, and scale, but because it was seen as downtown Dayton’s counterpoint to the modern alternatives emerging in the suburbs.



*Early renderings from the building (left and center) and the completed product (right)*

The Grant-Deneau Tower was the pioneering effort to revitalize downtown Dayton and compete regionally. In a 2010 study entitled “Ohio Modern: Preserving our Recent Past,” consultants for the State Historic Preservation Office concluded, “The new skyscraper symbolized the conviction of Dayton’s leadership that downtown was still a viable commercial center, despite relocation to the suburbs beginning in the 1960s.” The importance of the project to downtown Dayton was not lost on the building’s architect, Paul Deneau. Shortly after the opening of the tower, he predicted, “Tenants will be moving in soon and we hope we can, in the immediate future, spark the renaissance of the entire downtown area” (Robbins, 1970). Indeed, from the early stages of the project, it was clear that the Grant-Deneau Tower represented more than a building. It represented the foundation of a belief that a strong offense of large building projects would make downtown competitive with the suburbs. A 1967 article in the Dayton Daily News states, “Above all, the construction is a statement of confidence in downtown Dayton, the region’s urban core. The confidence is justified. Many have known that all along. The new project will make it apparent to all.” Just one year earlier, the

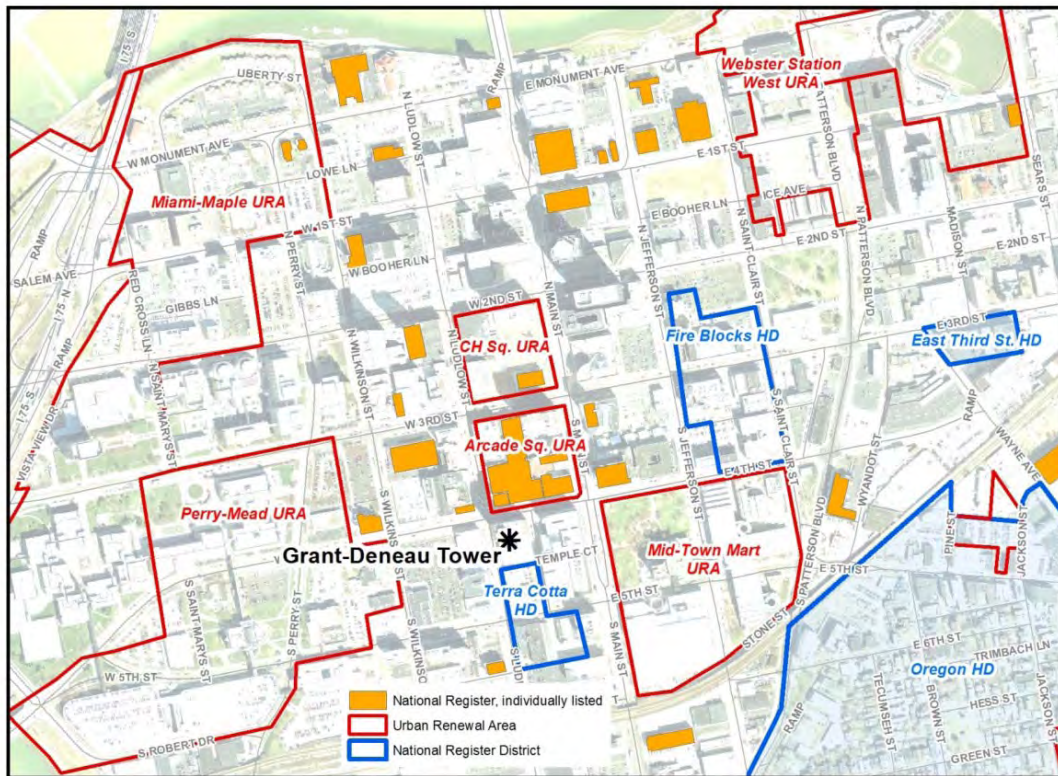
newspaper had noted, “The project runs counter to a trend of announcements by Dayton firms of plans for new construction away from downtown and in several cases, outside the city” (Fenley 1966). Now, the tower would lead Dayton into a new, modern era. The front of the sales brochure for the tower proclaimed it is “Destined to be the landmark office building of the new Dayton.” Years later, Paul Deneau would tell reporters that he believed that the completion of the Grant-Deneau Tower heightened confidence in the city center and hastened the construction of the high-rises that followed (Goldwyn 1972). A news article from 1970 shows agreement:

*Some, including [Dayton Chamber of Commerce Vice President Marvin] Purk, see signs that the “new downtown” is emerging now. He pointed to new buildings such as the Grant-Deneau Tower, the Winters Bank Building, the Herman Miller Building, Rikes garage and the Holiday Inn, and commented: “We have started a trend that will accelerate.” (Goldwyn, 1970)*

Even as the Grant-Deneau Tower was under construction, RTKL proceeded with a progressive vision for Downtown Dayton. One cornerstone of this new approach to downtown development was attracting nationally known architects of the time, which led to Dayton being home to buildings and plans advanced by I.M. Pei, Harry Weese, Bertrand Goldberg, Edward Durrell Stone, Harrison and Abramovitz, Charles Moore, and Dan Kiley. But the tone was first set (and, arguably, more successfully set) by local architects Paul Deneau, and Lorenz and Williams with the Winters Bank Building (which became known as the Kettering Tower).

Upon construction, the 331-foot Grant-Deneau Tower was the tallest in Dayton. There had not been a commercial high-rise constructed since 1938, and no modernist high-rise in the city’s history. The New-Formalist tower dramatically changed the downtown landscape, and the city and its business leaders hoped that, along with the urban renewal projects, Downtown Dayton would see new life as a result of the modern changes.





Grant-Deneau Tower Context



Grant-Deneau Tower, looking east along Fourth Street





*The new Grant-Deneau Tower with the Dayton Convention Center under construction (top left)*

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## **ATTACHMENT 4**

# **LOCAL HISTORIC RECOGNITION AND ORDINANCE**

"A few projects on the planning charts have brightened the outlook. Is it too late to build a downtown area that truly provides a focal point for the Miami Valley? No, the experts say. But in the next breath they add: Now or never. Pressures from the suburbs have forced the issue."

–Ronald Goldwyn, Dayton Daily News 1970

## Local Historic Designation and Ordinance

The Grant Deneau Tower was designated as a Local Historic Landmark by the Dayton City Commission on January 7, 2015. This was accomplished through an Ordinance that amended the Official Zoning Map of the City of Dayton.

The Dayton City Plan Board and City Commission determined this to be appropriate due to the building's pioneering role in modern downtown development as the centerpiece of a strategy of large-scale redevelopment and modernization. It was also noted that its representation of Miesian and New Formalist styles carries a great deal of character and contributes to the architectural diversity of downtown.

As part of a program to recognize historic landmarks, a historic marker (shown below) will be placed on the building.



**November 4, 2014**

**CITY PLAN BOARD REPORT  
CASE: Z-003-2014**

A zoning map amendment to designate an HD-3 Historic Designation Overlay at 40 West Fourth Street (City Lot #207&208). The underlying zoning, CBD, would remain unchanged.

**BACKGROUND**

**Applicant/Property Owner:** Matrix Dayton LLC  
c/o Aaron Smiles  
732 Smithtown Bypass Ste. 220  
Smithtown, NY 11787

**Priority Board:** Downtown

**Neighborhood:** Downtown

**Board Authority:**

R.C.G.O. §150.125.1 – §150.125.11 City Plan Board actions for amendments to the Official Zoning Map

**Applicable Plans and Policies:**

CitiPlan 20/20 (1999)

CitiPlan 20/20 Downtown Component (1999)

Greater Downtown Dayton Plan (2010)

**Agencies and Groups Contacted:**

Property Owners within 250 feet

Downtown Priority Board

Downtown Dayton Partnership

Preservation Dayton

CityWide Development

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**CURRENT CONDITIONS**

**Existing Land Use:** An office building, mostly vacant.

**Surrounding Land Use and Zoning:**

**North:** Land Use: Vacant Arcade

Zoning: CBD/HD

**South:** Land Use: Parking garage

Zoning: CBD

**East:** Land Use: Reibold Building

Zoning: CBD

**West:** Land Use: Dayton Public Schools administrative building.

Zoning: CBD



**AUTHORITY**

**150.125.1 Authority for Amendments**

The regulations imposed and the districts created under this Zoning Code may be amended from time to time by ordinance duly enacted by the City Commission. No such amendment shall be adopted except in accordance with the procedure specified in sub-sections 150.125.2 to 150.125.11, inclusive, of this Zoning Code. (Ord. 30515-05, passed 12-28-05)

**STAFF ANALYSIS**

**Case Background:**

The applicant/property owner seeks an HD-3 (historic designation) overlay for the building located at 40 West Fourth Street. The underlying zoning designation, CBD, would not change. The Zoning Code describes the HD-3 designation as follows:

***150.345.2 Designation of Historic District.***

*The Landmarks Commission shall recommend to the City Plan Board the adoption or modification of a historic district overlay on all eligible areas in accordance with Section 150.125, Amendments. The boundaries of each such district shall be indicated on the official zoning map.*

*[...]*

*(C) The HD-3 Historic Designation Overlay (HD-3) is an overlay district for properties that have been determined by the Landmarks Commission, in accordance with sub-section 150.345.4 (C), be historically significant and by doing so, has determined that the loss of these properties is an irreversible act worthy of review. These properties collectively are called the Dayton Register of Historic Landmark Properties. (Ord. 30515-05, passed 12-28-05)*

The HD-3 Designation requires verification of eligibility from the Landmarks Commission. At the October 23, 2014 Landmarks Commission meeting the eligibility was approved.

**Building History:**

Staff notes the following references to support the HD-3 Designation:

- The Ohio Historic Inventory form (2009)
- The Ohio Modern Study, commissioned by the Ohio State Historic Preservation Office (2010)
- The National Register Questionnaire, completed by Samiran Chanchani of HistoryWorks LLC (2014)
- The Contextual Narrative regarding the building's role in the evolution of Downtown Dayton (2014)

While the entire body of evidence serves to make the case for the historic designation, the following are particularly supportive:

- The building was completed in 1969 as “Dayton’s First Modern Office Tower” and the tallest at the time of construction.
- It exhibits exemplary use of Meisian and New Formalist styles.
- In the Ohio Modern study, it is listed as eligible for the National Register of Historic Places under Criteria A and C with Areas of Significance being Commerce and Architecture
- The contextual narrative focuses on the building’s role in downtown development. The narrative demonstrates that the building was a cornerstone in Dayton’s strategy to construct new, modern commercial space to improve downtown’s regional competitiveness. It describes 1960s/70s concerns over the viability of downtown, brought on by a collision of factors including the construction of I-75 and the planning of I-675, suburban shopping centers and malls (accompanied by the development of office parks), population loss for the first time, physical deterioration of older building stock, combined with the availability of Urban Renewal funds led to a vision for a modern, progressive downtown
- “The building is the earliest example in Dayton of a modernist skyscraper, was the tallest building when it was constructed, and marked the beginning of a changing skyline for the city” (NRQ)
- “The building comprises of Meisian skyscraper elements such as glass curtain walls and of New Formalism such as symmetrical composition, brick facades, and structural clarity.” (NRQ)
- “At the time of its construction, the tower was described in the Dayton Daily News (1969) as an example of “Brutalism,” perhaps owing to its structural clarity and exterior building materials such as brick and concrete. The newspaper saw the building as a stylistic counterpoint to the International Style of Dayton’s Winters Tower, also under construction at the time.” (NRQ)
- “As was characteristic of New Formalism in architecture, concrete columns are rendered visible on all four symmetrical facades, delineating the bays that comprise the building exterior. The exterior columns extend to the roof, where they meet a projecting cornice comprising of evenly spaced concrete arches.” (NRQ)
- “The glass curtain wall with metal framing, emphasizing the vertical plane on the north and south facades are characteristics of Meisian modernist skyscrapers.” (NRQ)
- “Both on the exterior and interior, the structural frame as a guiding principal is discernable, and is characteristic not just of New Formalism but more broadly of the modern commercial high-rise building.” (NRQ)
- “The minimally projecting cornice with evenly spaced arches on all sides, symmetrical elevations with curtain wall of colonnades of thin concrete columns, interspersed with dark tinted glass and dark brown brick with light mortar are elements of New Formalism.” (OHI)

Based on these factors, as well as the required standards listed below and the finding of eligibility of the Landmarks Commission, staff recommends approval of the proposed zoning map amendment.

Approval of the historic designation will recognize the significance of the property, protect it from demolition without a public hearing, and potentially allow for a greater range of financing options.

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### **REVIEW OF FINDINGS**

#### **R.C.G.O. §150.125.7 Amendments to Change Zoning Districts or Zoning Classification of Properties**

- 1. The change in classification would be consistent with the Comprehensive Plan of the City or other plans and policies.**

The proposed change is supported by the adopted plans and policies. Specifically:

The Greater Downtown Dayton Plan:

- “Reinvigorate the **downtown core** by reducing the downtown office vacancy, increasing vibrancy, expanding amenities, and encouraging investment and redevelopment.”
- “**Right-size downtown’s office market** in part by redeveloping current office space to more productive uses, such as housing, and in part with aggressive, coordinated recruitment and retention efforts.”
- Housing section: “Explore the use of **other funding sources**, such as tax credits.”

CitiPlan Urban Design Component:

- “Target underused, conventionally obsolete, and vacant historic structures in the core for adaptive uses within the context of a preservation strategy.”
- “Aggressively market the use of historic tax credits and facade easements as equity financing opportunities.”

**2. The change in classification would be consistent with the intent and purpose of this Zoning Code.**

This change is consistent with the zoning code which says the following:

***150.345.1 Purposes.***

*The public interest calls for the preservation and protection of significant historical, architectural and archeological resources from Dayton's and America's histories that lie within our city. Buildings and places that tell us of the presence of our forebears add meaning and livability to our city as do handsome residential areas and orderly business districts. To accomplish this, it is necessary to provide a method whereby, with careful consideration for the rights of private property and only after thorough analysis of the objectives to be achieved, certain public controls are required for changes made to meaningful buildings or neighborhoods.*

*Therefore, historic overlay districts (HD-1, HD-2, HD-3) and their regulations are established in order to achieve these purposes:*

*(A) To promote and protect the health, safety, and general welfare of the public through the enhancement of property values, economic development, neighborhood stability, and the protection of property rights of all citizens.*

*(B) To preserve and enhance the varied architectural styles reflecting the distinct phases of the City of Dayton's history.*

*(C) To preserve, restore, reconstruct, renovate and/or rehabilitate historically or architecturally significant or contributing historic buildings, structures, sites and objects (hereafter referred to as “property” or “properties”) in districts that possess integrity of location, design, setting, materials, workmanship, feeling, and association.*

*(D) To develop and maintain appropriate settings and environments for the properties and districts described in Section 150.345, Historic Overlay Districts.*

*(E) To this end, this Section authorizes the adoption of overlay historic districts and creates a Landmarks Commission, a Secretary to the Landmarks Commission and an Historic Preservation Officer to review and approve architectural modifications that affect the historic quality of such properties and districts.*

This request meets the intent and purpose because it will ensure protection of a historically important asset and allowing for more funding sources for redevelopment.

**3. The proposed amendment is made necessary because of changed or changing conditions in the area affected, and if so, the nature of such changed or changing conditions.**

The amendment reflects a number of emerging conditions, including:

- Greater awareness of our mid-century modern treasures, as brought about by SHPO’s Ohio Modern Study.
- The underutilized status of the building
- Steady demand for downtown housing, which this building could offer if redeveloped in that manner.

**4. The uses that would be permitted on the property if it were reclassified would be compatible with the uses permitted on other property in the immediate vicinity.**

A historically designated building, used commercially or residentially, is compatible with uses permitted in the CBD.

**5. The uses that would be permitted on the property if it were reclassified would have an adverse environmental or health impact on the immediate surrounding area in terms of acceptable air, noise, light, or water quality standards.**

There should be no problems in these terms.

**6. Adequate utility, sewer, and water facilities, and all other needed public services exist or can be provided to serve the uses that would be permitted on a property if it were reclassified.**

Adequate utilities exist, or the necessary investment will be made to get them there.

**7. The amount of vacant land with the same zoning classification as proposed for the subject property, particularly in the vicinity of the subject property, and any special circumstances, if any, make a substantial part of such vacant land unavailable for development.**



Since this is an overlay designation on a unique property, this standard is not applicable.

8. **The proposed amendment would correct an error in the application of this Zoning Code as applied to the subject property.**

There does not appear to be an error in the application of the Zoning Code as applied to the subject property, only changing conditions.

#### **ALTERNATIVES**

1. Recommend approval of the Zoning Map Amendment application and establish an HD-3 designation at 40 West Fourth Street based on R.C.G.O. §150.125.7(1- 8).
2. Recommend denial of the Zoning Map Amendment application to establish an HD-3 designation at 40 West Fourth Street based on the board's inability to make the findings under R.C.G.O. §150.125.7(1- 8).

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#### **FUTURE ACTIONS**

If the Plan Board recommends approval for the proposed zoning map amendments, the request will be forwarded on to the City Commission for public hearing.

**Staff Report Prepared by:**

Tony Kroeger

**Staff Report Reviewed by:**

Brian Inderrieden

=====

#### **ATTACHMENTS**

ATTACHMENT 1: Map  
ATTACHMENT 2: Application  
ATTACHMENT 3: OHI form  
ATTACHMENT 4: Ohio Modern Chart  
ATTACHMENT 5: Ohio Modern Description  
ATTACHMENT 6: National Register Questionnaire  
ATTACHMENT 7: Contextual Narrative  
ATTACHMENT 8: Listed Sites in the City of Dayton

By MR. Mims

No. 31365-15

### AN ORDINANCE

Amending the Official Zoning Map to Establish an HD-3  
Historic Overlay District, at 40 West Fourth Street, and  
Declaring an Emergency.

**WHEREAS**, An application has been made to establish an HD-3 Historic Overlay District, at 40 West Fourth Street for the Grant-Deneau Tower, commonly known as the Miami Valley Tower; and

**WHEREAS**, The applicant requested that an HD-3 Historic Overlay District be established for the Grant-Deneau Tower in recognition of its architectural and historical significance; and

**WHEREAS**, The underlying zoning for 40 West Fourth Street shall remain CBD Central Business District; and

**WHEREAS**, The City Plan Board, at its November 4, 2014, meeting, recommended approval of the HD-3 Historic Overlay District, Case Z-003-2014; and

**WHEREAS**, For the immediate preservation of the public peace, property, health and safety, and in order to protect the architectural and historical significance of the Grant-Deneau Tower, located at 40 West Fourth Street, it is necessary that this Ordinance take effect at the earliest possible date; now, therefore,

### BE IT ORDAINED BY THE COMMISSION OF THE CITY OF DAYTON:

Section 1. In accordance with the recommendation of the City Plan Board, as made in Case Z-003-2014, an HD-3 Historic Overlay District is established for the Grant-Deneau Tower at 40 West Fourth Street. The City Lot Numbers that comprise this zoning map amendment are 207 and 208 PTS. The underlying zoning for 40 West Fourth Street shall remain CBD Central Business District. The City's official zoning map shall be redrawn to include and show the HD-3 Historic Overlay District.

Section 2. For the reasons stated in the preamble hereof, the Commission declares that this Ordinance is an emergency measure that shall take effect immediately upon its passage.

Passed by the Commission January 7, 2015

Signed by the Mayor January 7, 2015

nan wzy  
Mayor of the City of Dayton, Ohio

Attest:

Rashella Lavender  
Clerk of the Commission

Approved as to form:

Quinn T. Donaldson  
City Attorney

## **ATTACHMENT 5**

### **HISTORIC RESOURCES AND DOCUMENTATION**

"I don't know that I am accepted. I think I'm resented by a lot, as they would resent anyone who's doing anything. And there are some who would like me to be swept under the rug."

–Paul Deneau (Dayton Daily News, 1972)

## Historic Resources and Documentation

The following materials have been included to demonstrate the following:

- That the Grant-Deneau Tower was not an isolated effort, but rather played a formative role in the downtown Dayton development strategy, particularly as suburban competition eroded the downtown retail and office base
- That architect Paul Deneau, with his bold, unabashed personality, was civic-minded in his effort to ensure that modern and attractive space was available in downtown Dayton
- That the building was a “vote of confidence” in a time when uncertainty and concern often prevailed
- That the building’s position as Dayton’s first modern high-rise and tallest building at time of construction necessarily meant that it would be a focus of attention, both positive and negative



## ATTACHMENT 5.1

# BUILDING DEVELOPMENT AND CONSTRUCTION

"He has the guts, the courage to do things other people have not. There's a lot of money in this town and a lot of people who could make a decision and have other people follow suit."

--Former Dayton City Commissioner George Walter (Dayton Daily News, 1972)

"Anybody can sit back and take potshots at somebody who's doing something. This guy's had his fingers in a helluva lot of things that have *happened*."

– Developer William Fitzpatrick (Dayton Daily News, 1972)

# Partners Buy Keith Building

*A July 66*  
**Richard Grant,  
 Paul Deneau  
 Purchasers**

By **FRED ROBBINS**  
 Daily News Industrial Editor

A partnership of two prominent Dayton business men today announced purchase of the Keith building at the southeast corner of Fourth and Ludlow Sts.



**Grant**  
 Purchasers are Richard H. Grant Jr., chairman of the board of the Reynolds & Reynolds Co., and Paul H. Deneau, Dayton ar-

*Completed in 1922, Keith's theater once featured vaudeville as a major attraction. Page 30.*

chitect and president of the Dayton Inn Corp.

The buildings was acquired from RKO Midwest Corp. of New York by Grant-Deneau Enterprises, a newly-formed partnership.

**THE PURCHASE** price was not disclosed, but it is believed to be around \$750,000.

Grant and Deneau said the five-story building, which was built in 1922, was purchased for investment and possible future development. There are no immediate plans for future development, they said.

The RKO Keith theater, major tenant, will continue to operate under a lease agreement, the new owners explained.

**THE THEATER** itself extends to all of the five floors,



**FIVE-STORY KEITH THEATER BUILDING SOLD TODAY**  
 Structure As It Looks Now. — Photo by Bill Shepherd.

with offices and storerooms around the perimeter.

Approximately 28,000 square feet of space is on the ground level, including the theater. Most of the balance of the ground level space, formerly occupied by Dunhill's, Inc., men's clothing store now on the southwest corner of the same intersection, and Schneider's men's specialty store, is unoccupied.

Office space on the upper floors amounts to about 35,000 square feet.

**OTHER TENANTS** in approximately 40 business and professional offices will remain. No tenant is yet avail-

able for the ground floor store-rooms, the new owners stated.

The purchase is "tangible evidence of their faith in the potential of the South of Third St. area," Grant and Deneau added.

The potential of property along this portion of Ludlow St. has been greatly enhanced by improvements in recent years, they said, citing the E. F. MacDonald buildings, Dayton Newspapers, Inc., the Statler-Hilton Inn (Dayton Inn) and planned remodeling of the old Moraine hotel, leased by Statler Hilton Inn from Dayton Newspapers.

**HANDLING LEGAL** details

for this first venture by Grant-Deneau Enterprises was Jacob Myers of the law firm of Kusworm & Myers.

This is the first purchase of downtown property by Grant whose family has controlling interest in Reynolds & Reynolds, designer and producer of business forms and accounting systems, which this year is marking its 100th anniversary.

Deneau has real estate interests through Dayton Inn, parent corporation of the Statler Hilton Inn here, the Covington-Statler Hilton Inn and Lytle Towers, an apartment house in downtown Cincinnati.

## Keith Building Purchased

Grant and Deneau purchased the Keith building at Fourth and Ludlow Sts. for \$750,000. By the time the new 22-story building is finished, they will have what amounts to an \$8 million investment.

The two men were brought together by mutual acquaintances who knew that Deneau wanted to build in and that Grant wanted to invest in the downtown area.

**AND THE DOWNTOWN AREA** is a big challenge, according to Deneau.

"Dayton, while possibly still a little behind, is, more so than ever, a city of opportunity," he contends.

Major progressive projects, such as the plans for a 30-story office tower for Winters National Bank & Trust Co., have been announced, he notes.

"There are exciting plans," he continues. "The city and the county have started to do good, comprehensive planning."

## Knowledge for Private Enterprise

The Center City Task Force and numerous private citizens, he said, have "the knowledge and capacity to weld some major projects together under private, rather than government, enterprise."

Noting that the original development of Dayton was financed by industrial people, Deneau adds that "their indication of willingness to use their money to rebuild is a good thing."

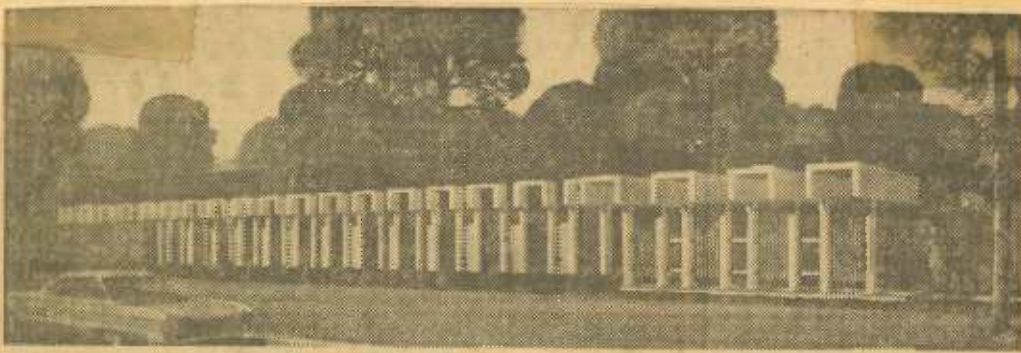
**MUCH OF THE PRESENT** deterioration, he argues, can be traced "to absentee ownership by people who no longer have roots in the city."

Deneau plans to be in Dayton for a long time.

That's partly why he walks to the window on the 10th floor about three times a day and watches the metal ball on the crane smashing down the old building so the new one can go up.



## \$6.5 Million Office Building Planned At Fourth, Ludlow



### Building Begins At Once For WAVI-WDAO

15 Sept 66 JH

...From east or west, structure'll look alike

## \$185,000 New Radio Studio

Construction is starting immediately on an expanded new studio and office building for the co-owned radio stations of WAVI-AM and WDAO-FM.

The structure, plus land and equipment, is expected to

cost about \$185,000, according to Paul H. Deneau & Associates, architects.

The one-floor contemporary building, on land purchased from National Cash Register company a year ago, is adjacent to the present studios on Cincinnati street.

H. K. (Bud) Crowl, station president, said plans are to lease the present structure after the new building is occupied, probably sometime in April.

Crowl said the new structure will provide about 7,000 square feet and be "one of the most modern in equipment and design of any radio broadcasting facility today."

It will incorporate offices, separate studios for the two stations, conference facilities and community meeting room.

Deneau described the decor as a contemporary combination of glass, marble, brick and wood. It will present identical exteriors to motorists on Cincinnati street on the west, and IR-70 on the east.

Crowl said plans were worked out after study of studio facilities at WCBS in New York and WCAU and WFIL in Philadelphia.

It is flexible in design to provide for future growth.

The station has occupied the present building since March, 1955, but has long since outgrown the 2,400

square feet of space. WDAO, the newest facility, has been operating from studios in a trailer since it went on the air.

Vangrov Construction is general contractor.

## 22-Story Complex Replacing Keith's

By Brainard Platt

Journal Herald Staff Writer

A 22-story office building, expected to cost \$6.5 million, is planned in downtown Dayton on the site now occupied by Keith's theater.

Grant-Deneau Enterprises hope to start construction in May and have the building completed within 16 months after the theater is razed.

Richard H. Grant Jr. and Paul H. Deneau, partners in the development firm, said they have secured a commitment from Prudential Insurance company for the final mortgage.

They must obtain interim financing, which means a commitment for the construction money. The venture will be Dayton's largest new office development.

Deneau, head of the architectural firm of Paul H. Deneau & Associates, said plans will be finished by his office by Feb. 1 and taking of bids should require another month.

"Assuming construction costs come within our estimate, we hope to have work under way within 90 days from Feb. 1," he said.

Deneau said the building will have 235,000 square feet of office space and that the parking space will be part of the basic building.

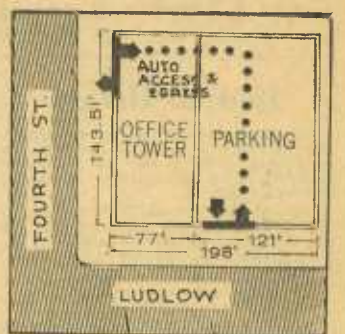
"It will be designed so tenants on the first six floors will be able to park and walk directly to their offices," he said.

This is comparable to the construction of the Statler-Hilton inn, the structure at Third and Ludlow streets which Deneau designed and in which he holds a financial interest.

He said the building will have 11,000 square feet of office space on each floor, making it sort of a tower above the parking garage level.

Tentatively, the office building will face on the 143.5 feet fronting on Fourth street as well as 77 feet fronting on Ludlow street.

The garage portion will be directly south of the office tower, it fronting 121 feet on Ludlow.



The property fronts 198 feet on Ludlow in all.

The parking deck will have an access lane off Fourth street at the east end of the office building and also off Ludlow street.

The RKO building, which the developers propose to raze, was purchased by the partners last July for \$750,000 from the theater company.

It is about 40 years old and consists of 25,000 square feet of office space, which is 80 per cent occupied; 10,000 square feet of retail space and the city's largest commercial theater, Keith's, which seats 2,700.

Deneau said there are no plans for a theater in the new building, which means RKO will have closed all of its three movie houses within the last several years.

RKO has not indicated any plans to relocate elsewhere in the city.

Grant is board chairman of Reynolds and Reynolds company here.



## \$6.5 Million Office Building Planned At Fourth, Ludlow

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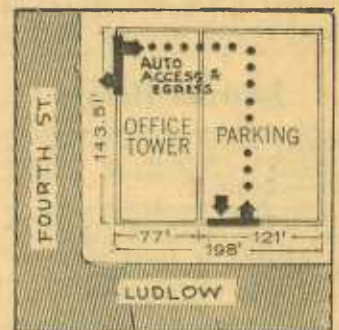
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Grant is board chairman of Reynolds and Reynolds company here.

1966 October 4  
 Dayton Journal Herald



# 22-Story Office Tower Will Replace Keith's

OCT 4, 1966

By JOE FENLEY  
Daily News Business Editor

The Keith theater building at Fourth and Ludlow Sts. will fall to the wrecker's ball next year and in its place will be built the tallest building in Dayton.

Dayton architect Paul Deneau last night disclosed plans for a \$6.5 million, 22-story office building at the site. He said it will be taller than the Hulman building, currently Dayton's tallest building.

**THE PROJECT** runs counter to a recent trend of announcements by Dayton firms of plans for new construction away from downtown and, in several cases, outside the city.

Grant-Deneau Enterprises is the development firm conducting the project. Partners are Deneau and Richard H. Grant Jr., chairman of the board of the Reynolds & Reynolds Co.

At the time the Keith building was purchased for \$750,000 in July by Grant and Deneau, Grant said the purchase was evidence of faith in the potential of the South of Third St. area.

**DENEAU SAID** he has no other plans for the area but said he expects the new building 'to spark other real estate investment in the area.'

The area, the square block from Fourth to Fifth Sts. and from Ludlow to Main Sts., has

been the subject of discussion because of its deteriorating condition.

Deneau said the Ludlow St. area is a good investment area because of the presence of new, modern structures and modernized structures, such as the Statler (Dayton Inn) Hilton Inn, the Dayton Daily News building and the E. F. MacDonald Co. building.

**PLANS AND** specifications being prepared by his architectural firm, Paul H. Deneau and Associates, should be finished by Feb. 1, said Deneau. Bids will then be taken on the project.

Deneau said that "Subject to construction costs coming in within our budget," we contemplate having work in progress within 90 days from Feb. 1. This would put the start of demolition about May 1.

Construction would then take about 16 months after the theater building is demolished, said Deneau.

He indicated that Grant-Deneau Enterprises has a mortgage commitment from the Prudential Life Insurance Co. and that arrangements for an interim loan for construction purposes have not been completed.

**THE NEW** tower office building will contain 235,000 square feet of office space and the base of the building will include a six-story parking garage with parking for 400 cars, said Deneau.

Tenants on the first six floors will be able to walk from their parked cars to their offices, said Deneau. The building will also be equipped with six automatic, high-speed elevators.

Office suites will be designed to customer specifications, said Deneau.

**PRESENT** tenants in the building will have to be asked to vacate, said Deneau, probably in the spring. The building contains the 2,700-seat theater; 10,000 square feet of retail space, mostly vacant, and 25,000 square feet of office space, about 80 per cent occupied.

Deneau said he will not seek major tenants to take over large portions of the new building. Instead, he said, he will seek to attract smaller firms "which currently do not have an option to locate in a modern, first-class building."

Tenants will be sought among architects, engineers, advertising firms, doctors and other professional people, Deneau said.

**TENTATIVE** plans call for the contemporary design building to have 143.5-foot frontage on Fourth St. and a frontage of 198 feet on Ludlow St.

The 143.5 by 77-foot office tower section will be located at the southeast corner of Fourth and Ludlow Sts., with the attached parking facility extending south along Ludlow St.





ARTIST'S SKETCH SHOWS CONCEPT OF GRANT-DENEAU BUILDING  
22-Story Structure to Replace Former Keith Theater Building

22 Sept 67 DDN

## Work Starts in 10 Days On Tower Building Site

By JOE FENLEY  
Daily News Business Editor

Demolition of the old Keith theater building, Fourth and Ludlow sts., will begin within 10 days to make way for the proposed \$8 million, 22-story Grant-Deneau office tower building, Paul Deneau, co-owner, said today.

When the project was announced originally in October, 1966, it was estimated that demolition might begin as early as May 1 of this year.

"THE TIGHT money market which affected interim construction money supplies, as well as certain cost increases in the last six months, and the resolution of legal issues accounted for the delay," said Paul Deneau. "All are now resolved."

Deneau is co-owner with Richard H. Grant Jr., chairman of the board of the Reynolds & Reynolds Co.

The reinforced concrete

structure will have a glass, aluminum, curtain-wall facade. Construction is expected to be completed about May, 1969.

**PLANNED TO EXTEND** south along Ludlow St. from the main building is a seven-story parking garage. Tenants on the first seven floors will be able to park their cars and walk directly to their offices, said Deneau.

The building will have six high-speed elevators.

The building will contain more than 200,000 square feet of rentable office space, said Deneau.

No leases have yet been signed for space in the building. "We will announce our leasing program later," said Deneau.

This will be the first downtown high-rise office building since the 12-story tower addition was made in 1958 to the Talbott realty building. That project cost \$3.5 million.

**CONSTRUCTION** cost on the Grant-Deneau building will run about \$6.5 million, according to Deneau, and Warren Black, vice president of the George A. Fuller Co., of New York City, which will build the structure.

The other \$1.5 million of the total project cost involved \$750,000 in the purchase of the old Keith building and the land at the southeast corner of the Fourth-Ludlow location, and other costs, it was indicated.

Final details on the project were hammered out this week in a marathon session in the Statler-Hilton Inn.

A building permit was taken out Thursday at city hall in the name of Grant-Deneau Enterprises.

Signing of the final contract was conducted today.

The building was designed by the Dayton architectural firm of Paul H. Deneau & Associates.

1967 September 22  
Dayton Daily News





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22 Sept 67 DDJ

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## On the Skyline, Vote of Confidence

24 Sept 67

There no longer is much doubt that the 22-story office building planned for Fourth and Ludlow Sts. in fact will be built. Financing, briefly a problem, has been established. Razing of the five-story Keith's building will begin in a few days.

The project is welcome on several counts.

Its economic impact will be considerable—an estimated \$3.5 million in construction payroll alone. The city tax duplicate will be strengthened. A major boost will be given the south-of-Third area, providing all the more reason for the city to hurry along its renewal project for the section. New businesses will be attracted to the area and established ones will gain.

The building's effect, of course, is not only economic. It will add new and needed variety to the Dayton skyline, a major element in urban esthetics. If not exactly inspired, the building's design is clean and attractive.

Above all, the construction is a statement of confidence in downtown Dayton, the region's urban core. The confidence is justified. Many have known that all along. The new project will make it apparent to all.

## Office Building Financing Due For Completion Today

Sept 22, 1967 3:14

Three days of negotiations necessary to clear the way for construction of a multiple-story office building on the site now occupied by the Keith's theater are expected to be completed this morning.

Grant-Deneau Enterprises plan a \$6.5 million office building with 22 stories on the site with an attached six-story parking garage.

Last night Deneau would only say he expects to have an announcement today concerning completion of the fi-

nancial arrangements for the project.

It is understood construction financing is being brokered by Sonnenblich-Goldman corporation of New York and Hilton B. Lieblich of Dayton.

It has been reported the building will have 235,000 square feet of space. Richard Grant, chairman of Reynolds & Reynolds, and Deneau, architect and hotel owner, bought the old Keith building a year ago for \$750,000.



GRANT-DENEAU OFFICES

march 3, 68  
DD News

## Work Starts Monday On 4th-Ludlow Tower

By JOE FENLEY

Daily News Business Editor

Downtown development is heating up again.

Excavation work, postponed several times, is now scheduled to start Monday on the \$8 million, 22-story Grant-Deneau office tower building and parking garage at Fourth and Ludlow Sts.

ALSO included in the excavation contract are provisions for sidewalk bridging, barricade erection and underpinning of adjacent areas to be protected.

The excavation contract was awarded Thursday to George J. Igel & Co., Inc., of Columbus.

Peter Drayer, vice president of George A. Fuller Co., Inc., general contractor, said the excavation work will take about six weeks.

"I'M SO happy I'm leaving town for eight days," joked Paul Deneau, co-developer of the project, when clearance for the excavation work was given after a series of short delays which held the project up for two months.

The over-all effect of the delays, one related to re-engineering of foundation specifications after test borings were taken, was minimized by Drayer.

"We lost some time," said Drayer. "We should pick it up somewhere along the line." He estimated completion by about mid-1969.

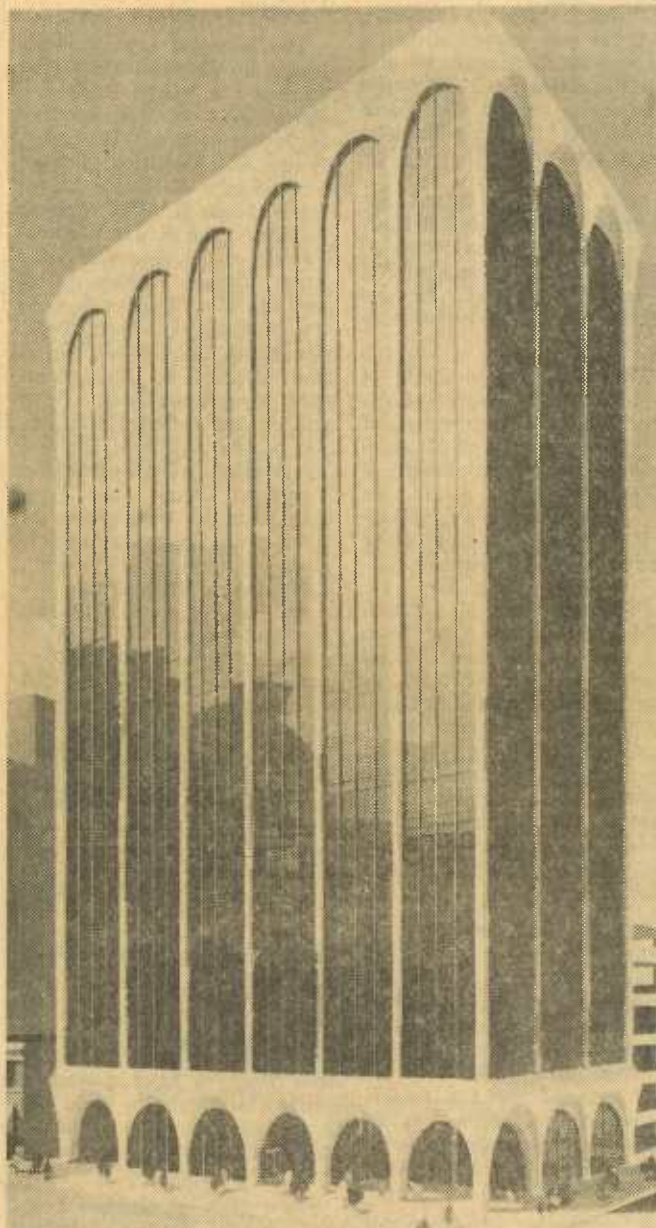
WHEN THE excavation is completed crews will move in to do foundation work, said Drayer. He estimated this would take about two months.

The Grant-Deneau building, a joint venture of Deneau and Richard H. Grant III, chairman of the board of the Reynolds & Reynolds Co., is one of three such projects planned for downtown.

The other two are the new \$10 million, 30-story Winters National Bank building at Second and Main Sts. and a building planned for the northwest corner of First and Ludlow Sts. by Norman, Albert and Zimmel Miller.

THE Grant-Deneau project was announced originally in October, 1966. Money market fluctuations caused one delay lasting several months.

The 22-story structure will have a glass and aluminum curtain-wall facade and will contain more than 200,000



STRUCTURE TO HAVE CURTAIN-WALL FACADE  
200,000 Feet of Office Space Planned

square feet of office space.

The attached parking garage is to provide space for 750 cars.

THE Prudential Insurance Co. is providing long-term mortgage financing. Interim construction financing was

arranged by the national mortgage department of the Sonnenblick-Goldman Corp., New York, N. Y.

The Grant-Deneau structure is to be erected on the site of the former Keith building, the location for many years of the Keith theater.

1968 March 3  
Dayton Daily News

# How High the Moon? Climb Office Tower

1/9/69 DDN

By BILL CLARK  
Daily News Staff Writer

How high is high? How cold is cold?

To find out, climb a network of wooden ladders braced against the concrete framework of the Grant-Deneau tower abuilding at Fourth and Ludlow Sts.

Workmen for the George A. Fuller Construction Co. have the outline of 10 of the office tower's planned 22 stories in place.

**TEN FLOORS** of a partially-completed building may not look very high to a sidewalk superintendent. But to a cloudbank superintendent on the tenth floor this morning,



**LIFE IN CRANE FAR AWAY**  
Fourth-Ludlow Drama

mother-earth seemed a moon-shot away.

The height "is something you get used to," says Robert Greene, a cement mason with 22 years' experience. "After awhile you pay it no mind."

But the cold is something else these frigid January days, admits Jim Cox, general foreman.

**"IT GETS SO COLD** up here," Cox said, "you feel like you got hit in the face with a brick. But the guys tough it out."

Greene said he checked the comparative ground and tenth floor temperatures one day this week. "The thermometer was 23 degrees on the bottom," he says, "and went down to 15 degrees when we took it up top."

Advised Bob Fitzer, "It's mild up here today. You ought to be up here when the wind is blowing."

**WHEN FINISHED**, the 22-story structure will be the tallest in the county.

"We're proud," Cox says, "because we're pioneering. We're going up into unexplored regions of Montgomery county. Sometimes," he said as he adjusted his green beret, "we feel a little like the Apollo-8 crew up here."

The tenth floor, where concrete work has just been completed, is approximately 120 feet above Fourth St. Another 35 feet up, Barney Keeton operates a 47½-ton crane.

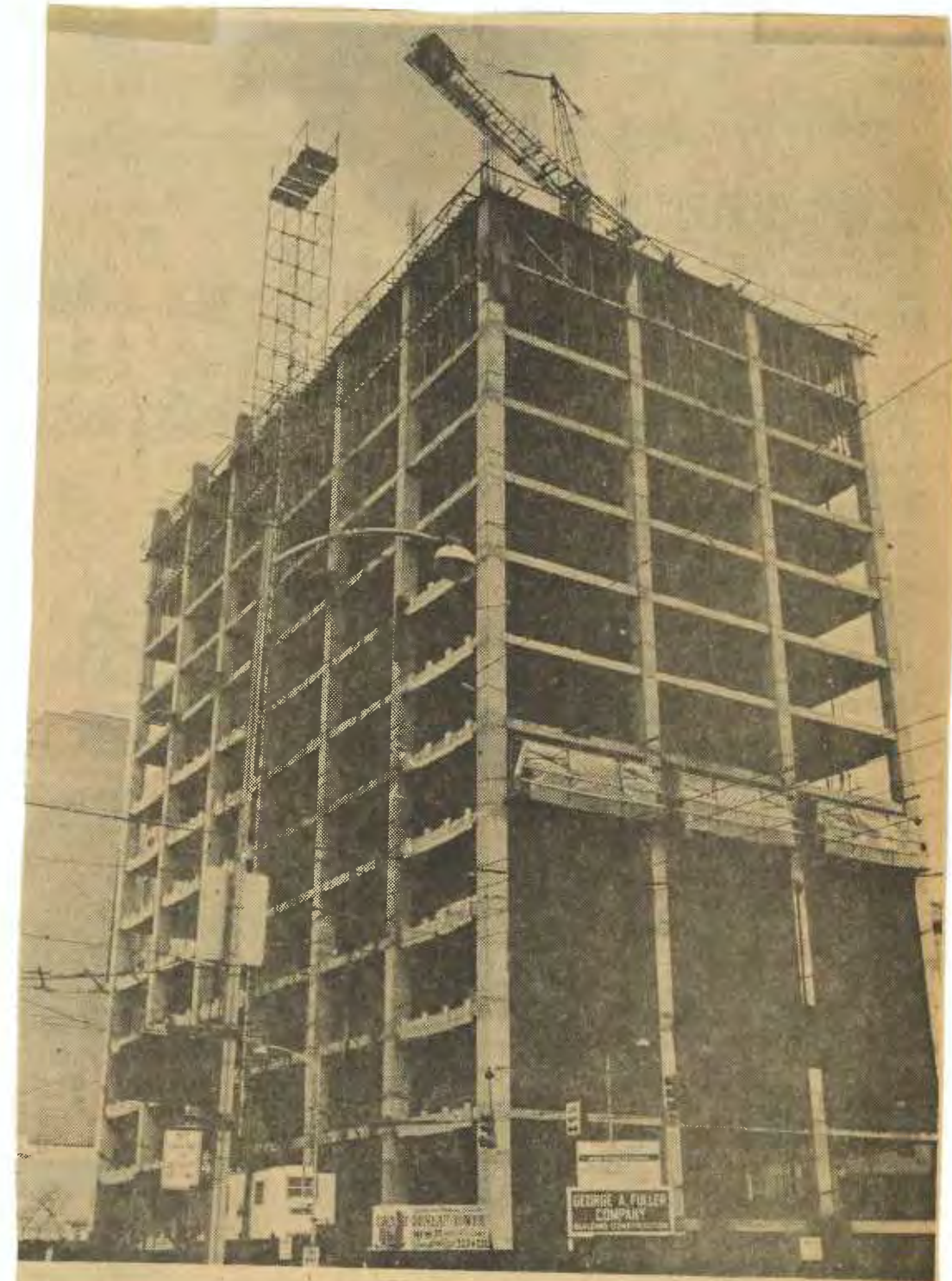
**THE CRANE IS** currently anchored on the top of the tenth floor. It is used to bring up everything from concrete to Keeton's lunch. The crane even raises itself—every two stories that the building framework goes up, the crane must go up to the new top.

The men have only an occasional coffee break and heavy clothing to protect them from the elements.

"It's been rough up here," admits working-steward Richard Dixon, "but we work whenever possible. Last Friday was miserable. But everybody up on top is determined to go on with it."

1969 January 1  
Dayton Daily News





## 13 Is Lucky

28 Feb 69

At least for the workmen at the Grant-Deneau tower construction site at Fourth and Ludlow streets it's lucky. As each floor of the building was built, the workmen had to walk up another flight of stairs before they could start working. Now, with con-

struction reaching the 13th floor, an elevator (extending well above the current floor on the left in photo) has been installed to move men and materials to all levels. One side of the elevator carries materials and the other workmen. The time spent in walking up and down, plus work now under way by subcontractors, necessitated installation of the elevator, construction officials said.

Staff Photo by Walt Kleine

1969 February 28



## DAYTON DAILY NEWS

Sunday, April 13, 1969



**GROWING** — When winter fades, construction workers add more stories to their buildings and jonquils reach for the same sky. The flower planter at St. John's Lutheran church at Fifth and Ludlow provided the foreground. The Grant-Deneau building at Fourth and Ludlow makes the accompaniment. — Staff Photo by Bill Shepherd

# DAYTON DAILY

Dayton, Ohio, Friday, June 20, 1969



## REFLECTIONS OF THINGS TO COME

The Dayton that is, twice over, and the Dayton that will be, puddle-pocked, join forces in the wake of a rainy spell. The urban renewal area on St. Marys St. between Fourth and Third provide

the duplicate image. Wilkinson, Ludlow and Main St. buildings supply the original.—Staff Photo by Paul Horn

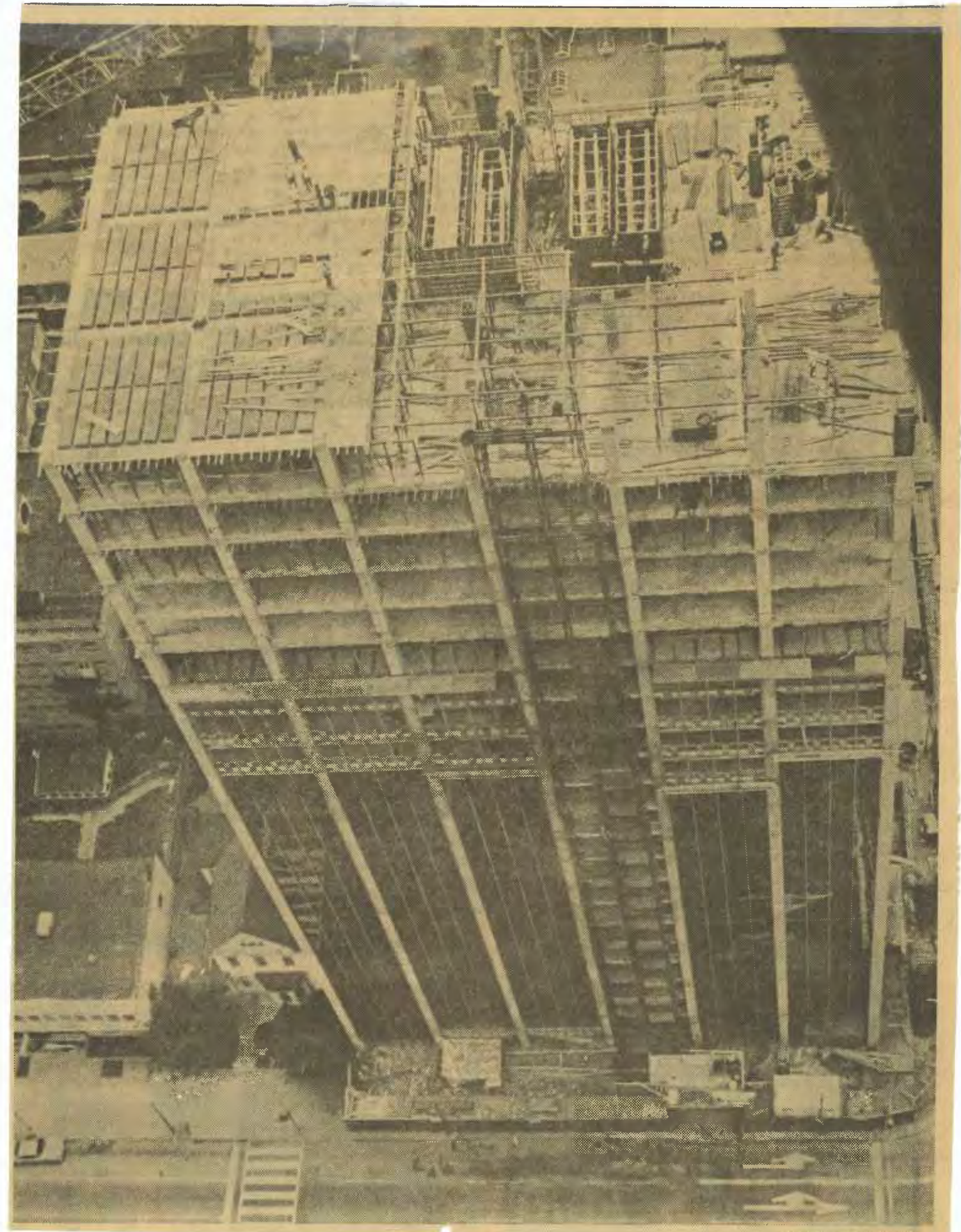
1969  
July 20



## Topping It Off at 2 Big Projects

Two of Dayton's newest structures are getting their "frostings" this week. Above, the roof of the Grant-Deneau 22-story tower at the corner of Fourth and Ludlow Streets is taking shape, and below, the roof is nearing completion on the 13,000-seat University of Dayton sports arena near Welcome Stadium. The Grant-Deneau building is sched-

uled for completion later this year. The sports arena, now standing in sharp contrast to the massive pile of twisted steel girders after a still-unexplained Feb. 28 collapse, is scheduled for completion by Dec. 15. UD officials are hoping the Dec. 23 home basketball game with Cincinnati will be played in the new arena.







# *View* Aug 22, 1969

## *From*

### *The Top*

From a plane flying low or a crane flying high, the view of the city is much the same. This panorama is seen daily by the operator of the crane high atop the 22-story Grant-Deneau tower under construction at 4th and Ludlow Sts. The scene, while restful, doesn't help the operator much though. In a way he can see everything except what he's doing, and, while lifting building materials, must rely on instructions transmitted from the ground -- Staff Photo by Wally Nelson

1969 July 22



OFFICE TOWER FOR  
GRANT-DENEAU ENTERPRISES  
DAYTON, OHIO



Completed 1969



## **ATTACHMENT 5.2**

### **SALES BROCHURE**

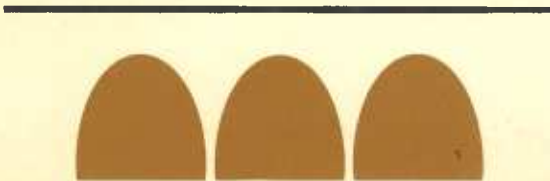
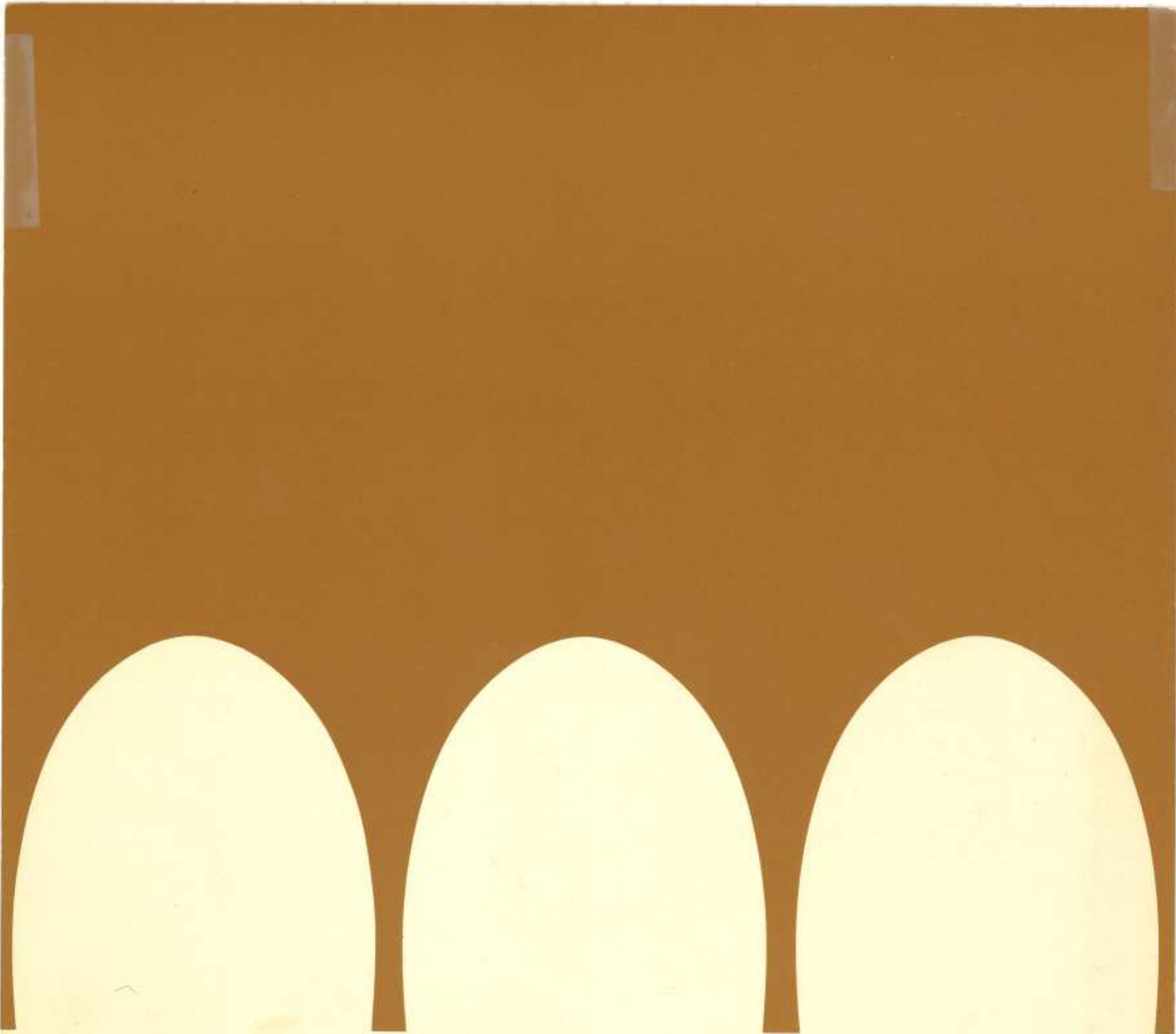
"Destined to be the landmark office building in the heart of the new Dayton..."



**GRANT-DENEAU TOWER**

destined to be the landmark office building in the heart of the new Dayton...





**GRANT-DENEAU TOWER**

Fourth and Ludlow Streets, Dayton, Ohio 45402 • (513) 223-6232

Some of these benefits are available in several Dayton buildings. Others are available in only a few. Still others may, someday, be available elsewhere. But only one Dayton building—*The Grant-Deneau Tower*—has it all, right now.

**CONVENIENT LOCATION.** Just 400 feet from Dayton's action center, 3rd and Main, yet outside the heavy traffic area. Nearby interstate exits put Grant-Deneau Tower in a unique position: *A building in the center of downtown that can be reached without driving through downtown traffic!*

**EASY ACCESS.** Minutes from any area of Dayton, seconds from I-70-75 exits. Excellent bus and indoor cab service. Airport limousine service less than a block away. Future Heliport.



**EASY PARKING.** Six floors of attached parking garage. Availability of monthly indoor parking is guaranteed. Hundreds of additional parking spaces within two blocks.

**FAST ELEVATORS.** Six computer-programmed Westinghouse Mark IV elevators assure "fantastic" service to all floors at all times.

**AUTOMATIC MAINTENANCE.** Thorough, organized maintenance program, with an experienced professional staff on duty *full time*.

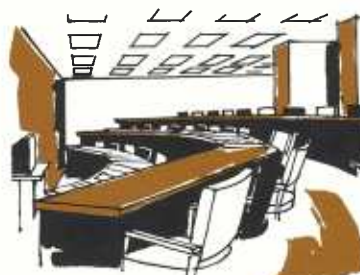
**TWENTY-FOUR HOUR SECURITY.** Meets all security standards for Aerospace and other classified industries.



**TOTAL COMFORT CONTROL.** Twelve zones per floor give flexibility unheard of until a few years ago; and unobtainable in Dayton until now.

**CONVENIENCE FOR TENANTS.** Fast food service restaurant, lunch area and planned deluxe dining room and bar. Luxury services, including barber shop and sauna bath.

**CONVENIENCE FOR VISITORS.** Your clients, customers, employees, and associates will thank you for the convenience of the Grant-Deneau Tower. Frequent bus service, indoor taxi service, airport limousine. Within walking distance of fine hotels, restaurants, shops.

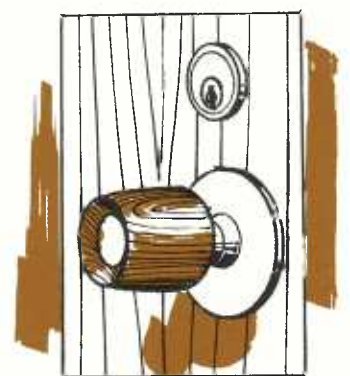


**MEETING ROOMS.** Three nearby meeting rooms available at preferred rates to tenants. One of them, a modern, fully equipped amphitheater, seats 62 persons.

**FLEXIBILITY.** Twenty-two floors, innumerable layouts, movable fixtures . . . more room for change and expansion than any other building in the area.

**FREE LAYOUT SERVICE.** Individualized office layouts, prepared by registered architects are free to Grant-Deneau Tower tenants.

**INTERIORS AT CONTRACTOR'S COST.** All finish work on interiors is done at contractor's cost. Tower tenants may also purchase lamps, accessories, and many decorative furnishings thru Grant-Deneau at greatly reduced rates.



**GRANT-DENEAU TOWER'S BIG VALUE IS COMPOSED OF MANY LITTLE THINGS.** These expensive wooden doorknobs are typical of the quality touches found everywhere in the Tower. And nowhere else in Dayton.

**RATES.** Competitive with existing buildings. Substantially less than new proposed buildings.





# GRANT - DENEAU BUSINESS MART

FOURTH AND LUDLOW STS., DAYTON, OHIO 45402

PHONE 513 - 223-6232



# GRANT-DENEAU TOWER

presents...

## THE BUSINESS MART

*A unique concept in  
compact, private  
offices for the sales  
representative or  
businessman.*

*Prestige,  
efficiency and  
convenience at  
an affordable  
rental price.*





# THE GRANT-DENEAU BUSINESS MART

The BUSINESS MART has been created as a unique floor of private offices for sales and manufacturers representatives, as well as other businessmen and executives requiring compact office space. An entire floor of the new Grant-Deneau Tower is being tailored and constructed for the BUSINESS MART to house businessmen with limited space requirements.

## PRIVATE OFFICES

Private offices have been designed in a variety of sizes to provide an economical work space to satisfy a variety of needs. Should you desire, an office can be specially designed to meet your particular requirements—or move in immediately to an available office.

## DECORATIONS AND FURNISHINGS

All offices and corridors are carpeted and adequately lighted. Wall covering, decorator paint colors and accent pieces blend to create modern and handsome surroundings. Offices are available unfurnished, or furnished with new functional office furniture and equipment.

## PARKING GARAGE

The Grant-Deneau Tower features an attached parking garage. Six floors of protected parking make it possible for you and your guests to park and walk directly into the BUSINESS MART. Reasonable monthly and daily rates.

## PHONE ANSWERING SERVICE

As an additional feature, a professional phone answering service is in the building to serve you. Messages can be placed in your office or retained for relaying to you when you call in. Your calls are handled confidentially and accurately based on the instructions you establish.

## SECRETARIAL AND ACCOUNTING SERVICE

A secretarial bay is located centrally on the BUSINESS MART floor, a few steps from your office. All of your secretarial and accounting needs can be promptly handled by experienced girls. There is no need to leave the MART for any of your secretarial or clerical requirements.

## UTILITIES FURNISHED

Heat, light and air conditioning are all furnished in the low basic rental cost. Year round comfort and adequate overhead lighting.



Located in the downtown heart of a growing Dayton, the MART offers a prestige address with many features. Whether your requirements are a compact one man office, a more spacious office or a mini-suite . . . you are sure to find an affordable and functional new business home in the Grant-Deneau BUSINESS MART.

## RESTAURANT

Downtown Dayton's newest and most interesting restaurant and lounge will soon be opening on the ground floor of the Tower. You are sure to find THE BULL MARKET, Dayton's only financial pub, the ideal surroundings to meet and entertain your friends and business associates.

## RECEPTION AREA

First impressions are always important. A bright and attractive reception area greets your visitors as they step off the elevators creating a modern, first-class impression of your BUSINESS MART.

## COMFORT CONTROL

Every office and area of the BUSINESS MART enjoys year round comfort and climate control. Twelve (12) zones on the floor with individual thermostats insure constant temperature and humidity control.

## CONFERENCE ROOM

A centrally located conference room in the MART provides an ideal area for meetings and conferences. You'll be proud to invite your customers, suppliers or guests to this attractive room for private meetings in a business-like atmosphere.

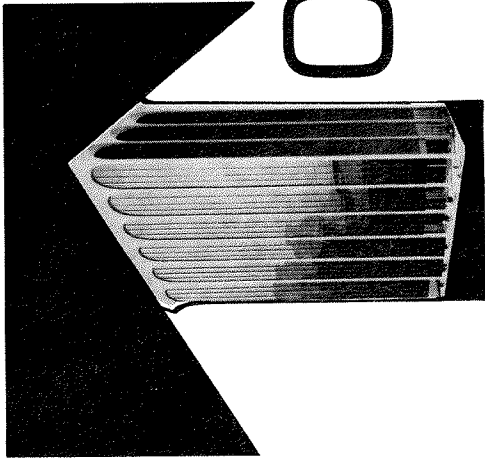
## CLEANING SERVICE

All offices, corridors and public areas are professionally cleaned daily. Carpets are vacuumed, surfaces washed and dusted, trash removed. You can always be sure you and your guests will return to a clean, bright and attractive area.

## EASY ACCESS – PRIME LOCATION

Just 400 feet from Dayton's action center, 3rd and Main, you enjoy a prestige address with excellent accessibility. Minutes from the interstate, there is also excellent service by cab and public transportation. Airport limousine service is less than a block away. Dayton's new Convention Center and Midtown Mart will be 2 blocks away.





# TOWER NEWS

## IMPORTANT INFORMATION

### WARNING – EVACUATION – SECURITY

In the event of fire, explosion, or other calamity, it is important that each of our tenants understand our emergency procedures. These simple instructions should be reviewed periodically. Knowing what to do in an emergency situation can save lives.

#### WARNING SYSTEM

On each floor, in the corridor, is a red fire alarm box. Familiarize yourself NOW with its exact location.

Pulling the lever on one floor activates the building’s warning system on all floors. The warning is a very loud horn alarm that will blast continuously and is audible everywhere in the building.

#### EVACUATION

The loud horn alarm is the signal for everyone to evacuate the building at once. Following is the evacuation procedure:

#### LOCATION AT TIME OF WARNING

Basement

First Floor and Restaurant

Mezzanine through Sixth Floor

Floors 6, 7, 8, and 9

Floors 10, 11, 12, and 13

Floors 14, 15, 16, and 17

Floors 18, 19, 20, 21, and 22

#### EVACUATION INSTRUCTIONS

Stairway exits to street level or exit to garage.

Nearest exit to the outside.

Use garage exit, walk down ramps to street level, or east and west stairway exits to lobby.

East and west stairway exits to Third Floor - use Third Floor garage exit, down ramps to street level.

East and west stairway exits to the Fourth Floor - use Fourth Floor garage exit, down ramps to street level.

East and west stairway exits to Fifth Floor - use Fifth Floor garage exit, down ramps to street level.

East and west stairway exits to the Sixth Floor - use Sixth Floor garage exit, down ramps to street level.



**IMPORTANT:**

1. Don't Delay – on hearing horn alarm evacuate by plan immediately.
2. WALK – NEVER RUN!
3. On reaching street level, immediately clear the area – do not congregate on sidewalks or around entrances.

**SUPPLEMENT TO EVACUATION PLAN**

**IF ELEVATORS ARE OPERATING:**

Assigned building employees will operate elevators manually.

**STARTING AT TOP FLOORS:**

East elevators to cover even numbered floors.

West elevators to cover odd numbered floors.

The two center elevators to be held at first floor level if needed for fire department personnel.

Persons with physical defects that would hinder their evacuation to be given priority.

**BLOCKAGE OF FLOORS:**

In the event that exit to street level from upper floors is prevented by blockage of stairway exits and non-operation of elevators, all persons will use the east stairway exit and proceed to roof area to be removed by other methods.

**FLOOR MONITORS**

Each tenant should assign one or more Emergency Monitors, whose responsibilities will be as follows:

1. In the event of fire or explosion on your floor, the monitor should call the Fire Department – 224-9241 – and pull the fire alarm switch on the floor to give warning.
2. Take charge of evacuation of personnel in a prompt and orderly manner according to plan.
3. Assist anyone with a physical defect that will need help during evacuation.
4. Check the area to make sure that all persons are removed, and doors are closed.

In addition, the fire monitors assigned should be familiar with the operation of the fire extinguishers on every floor, in the event of a minor fire. The building will make arrangements to provide this instruction to the fire monitors you appoint. You should appoint one monitor for every twenty five employees in your office.

In the event that you would like for your monitors to receive instruction in first aid, medical self help, fire fighting procedures – courses of instruction are offered, at no cost, by the Miami Valley Civil Defense Authority. We will be glad to make arrangements for any of your employees to attend these instructional courses. Contact the building management office.

**BUILDING SECURITY**

it is an understatement to say that we live in “troubled times.” No one can predict what unprovoked acts of violence, vandalism, or irresponsibility will occur next. In the interest of protecting our tenants, their property, and the building – the following security procedures have been established for your protection.

**DURING BUSINESS HOURS:**

Most security problems occur during regular business hours when the building is unlocked and open to the public. During regular business hours, we have employed a trained, armed, and uniformed security officer. His normal station of duty is in the Lobby of the building, although at various intervals he does make inspection tours of the building and garage. His basic duties are to protect tenants and the building from vandals, thieves, and other hazards.

The security officer is equipped with a radio receiver, and can be contacted by phone in a matter of seconds. In the event that any emergencies arise requiring security or police action, report the problem immediately by dialing - - -

223-8288

Our security agency will immediately radio the security officer, who will promptly report to your area, and take action. The security officer has also received instruction in advanced first aid training.

Soliciting or peddling is not permitted in the building. Should a solicitor enter your office, the security officer should be contacted, and he will remove the person from the building.

**GENERAL INFORMATION**

Regular business hours are from 8:00 AM to 6:00 PM weekdays, and 8:00 AM to 1:00 PM Saturdays.

On weekdays, the main entrance and garage doors are unlocked at 6:30 AM. In the evening the garage entrances on the first six floors are locked at 6:00 PM, and the main entrance at 10:00 PM. At all other times the building is locked, and tenants require a key for admission.

At times, other than regular business hours, there is a sign-in sheet procedure for anyone entering the Lobby. This is for your protection.

The Grant-Deneau Tower Business Management Office is located on the Twenty First Floor, and the phone number is 223-5232. Please call this number regarding questions, complaints, service requests involving mechanical equipment, cleaning, maintenance, parking, and so forth.

Attached is a card with handy reference phone numbers, relative to emergency and service.

## **ATTACHMENT 5.3**

### **DOWNTOWN CONTEXT**

"I think anything starts with the heart—and downtown is the heart"

--Paul Deneau (Dayton Daily News, 1972)



## Dayton's Going Up—Prettily?

A 22-story office building at Fourth and Ludlow Sts., is an exciting prospect for Dayton. The \$6.5 million structure would be Dayton's tallest.

Ludlow St., which sports the new Statler Hilton Inn and is changing face with construction of the St. John's Lutheran church at Fifth St. and the Rike's garage at Second St., is enhancing its position as a major downtown artery.

The tower, planned by Grant-Deneau Enterprises, would occupy the RKO Keith's theater site. While it would be regrettable to lose another downtown theater, an architecturally pleasing structure, offering a cornerstone building south of Third St., could prove more than ample compensation.

As new buildings go under construction or await action in planning hops, there is urgency to create architectural harmony among them. Some cities have done

this with great success through special committees which advise on quality urban construction. These committees are manned by artists, architects, engineers and the like. They help keep communities from being stuck with eyesore buildings.

To Dayton's credit, it has such a group. It is called the Technical Advisory committee of the City Beautiful council. This seven-member body, created in July, can give the city great esthetic push in the near future. Construction crews stand at the ready in urban renewal areas and at the government center.

As a 22-story building, one that could be completed within a few years, is proposed, Dayton considers its changing face. The new committee considers its serious responsibilities. Construction changes on the downtown landscape can be sparkling beauty or agonizing ugliness for decades.

Oct 6, 66

1966 October 6





ARTIST'S SKETCH SHOWS CONCEPT OF GRANT-DENEAU BUILDING  
22-Story Structure to Replace Former Keith Theater Building

22 Sept 67 DDJ

## Work Starts in 10 Days On Tower Building Site

By JOE FENLEY  
Daily News Business Editor

Demolition of the old Keith theater building, Fourth and Ludlow sts., will begin within 10 days to make way for the proposed \$8 million, 22-story Grant-Deneau office tower building, Paul Deneau, co-owner, said today.

When the project was announced originally in October, 1966, it was estimated that demolition might begin as early as May 1 of this year.

"THE TIGHT money market which affected interim construction money supplies, as well as certain cost increases in the last six months, and the resolution of legal issues accounted for the delay," said Paul Deneau. "All are now resolved."

Deneau is co-owner with Richard H. Grant Jr., chairman of the board of the Reynolds & Reynolds Co.

The reinforced concrete

structure will have a glass, aluminum, curtain-wall facade. Construction is expected to be completed about May, 1969.

**PLANNED TO EXTEND** south along Ludlow St. from the main building is a seven-story parking garage. Tenants on the first seven floors will be able to park their cars and walk directly to their offices, said Deneau.

The building will have six high-speed elevators.

The building will contain more than 200,000 square feet of rentable office space, said Deneau.

No leases have yet been signed for space in the building. "We will announce our leasing program later," said Deneau.

This will be the first downtown high-rise office building since the 12-story tower addition was made in 1958 to the Talbott realty building. That project cost \$3.5 million.

**CONSTRUCTION** cost on the Grant-Deneau building will run about \$6.5 million, according to Deneau, and Warren Black, vice president of the George A. Fuller Co., of New York City, which will build the structure.

The other \$1.5 million of the total project cost involved \$750,000 in the purchase of the old Keith building and the land at the southeast corner of the Fourth-Ludlow location, and other costs, it was indicated.

Final details on the project were hammered out this week in a marathon session in the Statler-Hilton Inn.

A building permit was taken out Thursday at city hall in the name of Grant-Deneau Enterprises.

Signing of the final contract was conducted today.

The building was designed by the Dayton architectural firm of Paul H. Deneau & Associates.

## On the Skyline, Vote of Confidence

24 Sept 67

There no longer is much doubt that the 22-story office building planned for Fourth and Ludlow Sts. in fact will be built. Financing, briefly a problem, has been established. Razing of the five-story Keith's building will begin in a few days.

The project is welcome on several counts.

Its economic impact will be considerable—an estimated \$3.5 million in construction payroll alone. The city tax duplicate will be strengthened. A major boost will be given the south-of-Third area, providing all the more reason for the city to hurry along its renewal project for the section. New businesses will be attracted to the area and established ones will gain.

The building's effect, of course, is not only economic. It will add new and needed variety to the Dayton skyline, a major element in urban esthetics. If not exactly inspired, the building's design is clean and attractive.

Above all, the construction is a statement of confidence in downtown Dayton, the region's urban core. The confidence is justified. Many have known that all along. The new project will make it apparent to all.

## Office Building Financing Due For Completion Today

Sept 22, 1967 3:14

Three days of negotiations necessary to clear the way for construction of a multiple-story office building on the site now occupied by the Keith's theater are expected to be completed this morning.

Grant-Deneau Enterprises plan a \$6.5 million office building with 22 stories on the site with an attached six-story parking garage.

Last night Deneau would only say he expects to have an announcement today concerning completion of the fi-

nancial arrangements for the project.

It is understood construction financing is being brokered by Sonnenblich-Goldman corporation of New York and Hilton B. Lieblich of Dayton.

It has been reported the building will have 235,000 square feet of space. Richard Grant, chairman of Reynolds & Reynolds, and Deneau, architect and hotel owner, bought the old Keith building a year ago for \$750,000.



# New Buildings to Have Good, Adverse Effects

17 Nov 67 BDN

By JOE FENLEY  
Daily News Business Editor

There will be some winners and losers as the result of \$18 million in new office building construction planned for downtown Dayton.

The main projects involved are the proposed \$10 million, 30-story Winters National Bank building at Second and Main Sts. and the \$8 million, 22-story Grant-Deneau building at Fourth and Ludlow Sts.

The new buildings could:

- Act as catalysts in drawing other potential builders into the game known as downtown renewal.
- Increase property values.
- Reduce the occupancy levels at older, less modern facilities.
- Raise the rent rate charged for first-class space.
- Cause some hopeful developers to pull out of the game, in fear that two major new buildings is enough.
- Draw back into town some of the people who fled to office buildings in the suburbs to get away from less attractive buildings in the city.

The announcement Wednesday by Frank G. Anger, president of Winters, that the present bank buildings would be replaced by the 30-story office structure made this one "the week that was" in Dayton.

PAUL DENEAU, one of the principals in the Grant-Deneau building, believes construction of the Grant-Deneau and the Winters Bank buildings "will fulfill the office building needs in Dayton for five years to come."

But Deneau does not necessarily believe that construction of the two buildings will rule out similar construction by others inclined to enter the field.

But he does believe the announced projects will have an effect on the tenancy rates of presently occupied buildings and that they will lure some people back from the suburbs.

THE PROJECT will also serve to ease the space problems in some existing buildings, he noted.

The owners of some office buildings, he noted, have been gobbling up for their own use space formerly leased out to tenants.

Some building owners, it appears, grossly underestimated their own future space needs years ago when leasing out then-unused portions of buildings.

"ANYTHING anyone does downtown is good for the entire community," said Arthur Beerman, of the announcement by Winters Bank. "It will improve the downtown area. That is the important thing."

Beerman declined comment on persistent reports that he will begin construction next spring on a high-rise office building at Third and Perry Sts. in the Center City West urban renewal district.

William D. Apple, Dayton developer for such projects as the new IBM building at First and Ludlow Sts., said he still intends to build a high-rise office building at First and Main Sts.

"I REALLY BELIEVE the town will be able to absorb all the new buildings that have been announced," said Apple. The Winters Bank announcement, he said, "makes our site more valuable."

Apple said he could set no timetable for construction of his planned 400,000-square-foot building.

"We could start tomorrow if we had a major tenant," said Apple. "You have to start with a major tenant. You can't start until you get a major tenant."

NEGOTIATIONS are in progress to get a major local tenant who will lease from 75,000 to 100,000 square feet of space in the proposed building, said Apple.

One of the main factors about new office building construction, said Apple, is that the owner has to realize enough profit to pay today's relatively high interest rates, which are now in the area of seven per cent for long-term financing.

"Insurance companies are charging about seven per cent, even if they are lending to the main tenant," said Apple.

INTEREST RATES, and rising costs of labor, materials and construction, are pushing up the rental price owners of new buildings must charge.

Prime office space in downtown Dayton now rents for about from \$5 to \$5.50 per square foot per year. Rents in older buildings ranges as low as \$2.75 per square foot per year.

The high end of the price line in Dayton is still well under the going rate of \$6.50 to \$7 per square foot per year charged in New York City.

But there are indications that the new top rate in Dayton will be up as high as \$6.50 per square foot per year by the time the Winters Bank building is completed in late 1970 or early 1971.

1967 November 17  
Dayton Daily News



# Pressing Dayton Decision: Building Beauty or Scars?

An 11-story building here. A 22-story building there. And still other blueprints, including a 30-story building, pouring from the drafting tables. The face of Dayton is rapidly changing.

This is a critical construction period for Dayton. Urban renewal projects dot east, west and central downtown sections. The government center is expanding. The Burns-Jackson restoration project is moving. Private developers are staking out major heart-city corners for business buildings.

Accompanying photographs give a sampling of the construction surge: the proposed Miller building at First and Ludlow Sts.; Winter's bank at Second and Main Sts.; Senior Citizens at Fourth and Wilkinson Sts.; Ohio Bell at First and Perry Sts. and Grant-Deneau at Fourth and Ludlow Sts.

Too, the valuable L-shaped property at Third and Main Sts. around the old courthouse is being eyed. Add to the list the proposed convention center and Sinclair community college. Developers surely will discover soon the many possibilities of downtown river-front properties.

The community is going to have a new look, a new personality, as cement is mixed and bricks are laid. How important then to seek and set esthetic guidelines for construction, to make sure building designs harmonize, that ugliness is not permitted to scar the horizon for decades to come.

"Therefore," said Ruskin, "when we build, let us think that we build forever. Let it not be for present delight, nor for present use alone, let it be such work as our descendants will thank us for, and let us think, as we lay stone on stone, that a time is to come when those stones will be held sacred because our hands

have touched them, and that men will say as they look upon the labor and wrought substance of them, 'See! This our fathers did for us.'"

5 March 68



Grant-Deneau



Ohio Bell



Winters



Miller



Senior Citizens

1968 March 5



## 1969 economist report to urban planning consultant RTKL as part of the Center City Design Study

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### Will Downtown Dayton Move? (Or has it?)

A downtown is far more than a geographic location or specific parcels of real estate: it is, in fact, the region's largest agglomeration of complementary and symbiotic functions. In modern parlance, it can be described as the place "where the action is." The primary function of a "downtown" is the function of communication and exchange. Thus, downtown is the physical location where persons meet to conduct business and obtain goods, services, and entertainment.

Already South Dayton Mall (SDM) is anticipated to overshadow the present CBD retaining function. SDM will have 2.2 million sq. ft. of retail space consisting of 106 stores. Downtown Dayton presently comprises approximately 2 million sq. ft. with Rike's Department Store accounting for 600,000. Adjacent to the SDM are an additional 168 acres already zoned for commercial use. Some of Dayton's existing merchants are estimating that 40% of their total sales will be generated at SDM. This may, in fact, be a conservative estimate.

The SDM is expected to obtain many of the dollars now going to Tri-county and downtown Cincinnati. In addition the SDM location is one that is central to the high-income residents of the region and is perceived as a safe retailing environment by its prospective customers. Thus, it appears that with the completion of the SDM, an important component of the retailing function has already moved south.

Office buildings are already locating in nearby areas adjacent to the mall. A million-dollar building is programmed to be built southwest of the Highway 741 and 725 intersection. The \$8 million NCR training/office complex is currently under construction. In addition, many smaller buildings such as the Shell Oil Company regional office headquarters, and the three-story \$1.5 million office building located near the Imperial South Motel are in varying stages of development.

The County Planning Commission has zoned 113 acres to the east of SDM for commercial use. There have been numerous requests for rezoning the areas immediately north of the SDM from south 725 to Yankee Street. The areas directly south of the SDM are either being held for speculation (an underdeveloped half-acre lot adjacent to the mall is already valued at \$79,000) or are in the process of being studied for high-density commercial planned unit development. This while the office space function is still most strongly associated with downtown Dayton, large office parks are bound to be built in the next five to ten year period provided that center city created no counter trends. ("Provided that the center city creates no counter trends" in the key point—and that which we are primarily concerned about.")

Will Dayton's CBD undertake the action necessary to cope with emerging regionalization?

The answer would seem to be indicated by what is happening in the CBD.

The recent new buildings in Dayton's CBD seem to be reasonable evidence of confidence in its future. But, that doesn't tell the whole story.

The same economist's report dealt with the subject of office space absorption in Downtown Dayton and concluded that when the rumored First National Bank Bldg. entered the CBD market, the total vacant office space available could go to a high of 319,000 square feet by the end of 1972—and then goes on—"If no other new space entered the market and if no more tenants left the older obsolete office supply, all new open space would be fully absorbed by 1975. If this were permitted to happen, downtown Dayton would once again have no available office space."

But, then he goes on still further to say—"That if the 'cycle of awareness' affects Dayton as it has other cities,"—the market could absorb space at an even more rapid rate.

And, there is a strong feeling that a substantial rate of switching will develop. As a matter of fact, the leasing agents for the new buildings are working hard to make a high rate of switching happen—and they are optimistic it will!

=====

# Downtown Is Where It's Happening, Rike Says

By JOE FENLEY  
Daily News Business Editor  
Dayton is where its happen-  
ing and Rike's is right in the  
middle of it, just like always.

The speak-  
er was David  
Rike, board  
chairman at  
Rike's, ad-  
dressing the  
New comen  
Society of  
North Amer-  
at a dinner  
Tuesday  
night at the  
Sheraton  
Dayton in honor of Rike's  
and its 116-year history in  
Dayton.

Commenting at one point on  
the growth of suburban stores,  
Rike discussed the possibility  
that suburban activity on the  
part of Rike's might drain  
support from the downtown  
store.

"IF WE thought so, we  
would not have expanded our  
downtown store with such  
rapidity and at such an in-  
vestment," Rike told 400 busi-  
ness and civic leaders.



Rike

There is a resurgence in  
central cities that is making  
them the most satisfactory of  
all places to shop, Rike said.

"But, you may ask, is that  
happening in downtown Day-  
ton?" said Rike. "My answer  
is that it is indeed happening.  
Look at what has happened  
recently and what is happen-  
ing now.

"A MAN who left here 10  
years ago would scarcely rec-  
ognize First Street and Lud-  
low Street today," continued  
Rike. "The 22-story Grant-

Deneau building is rising at  
Fourth and Ludlow. The 11-  
story Miller building is under  
construction. The Price Broth-  
ers and Ohio Bell buildings  
are nearing completion. Win-  
ters Bank has great building  
plan as does First National.  
Exciting plans for South of  
Third have been unveiled.  
The wrecking ball has leveled  
valuable downtown areas that  
await construction. And along  
the river, a new Sinclair Col-  
lege campus will soon appear.

"I think we are frequently  
given to fear and complaining



# Warning Issued On Center City

1 Feb 69 J.H.  
By David Hopcraft  
Journal Herald Staff Writer

Dayton's city fathers yesterday were warned they will miss their chance for significant redevelopment downtown if they are not prepared to make serious commitments to public parking and land clearance programs by mid-March.

Center City Task Force leaders and consultants told city commissioners and plan board members private response to the downtown rejuvenation plan has been "very encouraging" and may produce tentative downtown redevelopment plans for the city's most valuable land within 30 to 40 days.

Archibald C. Rogers, task force consultant, said he ex-

pected developers would propose construction of two major corporate office buildings in the block bordered by Second, Main, Third streets and Ludlow street by mid-March.

The block has been singled out as the core of Court House square—future home for prestigious office space and a park-like plaza surrounding the old court house.

Rogers also said he is talking with representatives of two large department stores who are interested in building near Rike's at Second and Main streets. The area around Rike's is designated Fashion Square for development of expensive retail and entertainment establishments.

In addition, there are two developers—J. Fredrick Gagel, developer, and architect Paul H. Deneau, both of Dayton—with expressed interest in developing the Mid-Town Mart (MTM) urban renewal area now being cleared, he added.

Rogers said he expects more interest in the four-block area surrounded roughly by Fourth, St. Clair, Sixth and Main streets.

He said development of Court House square office buildings—most promising now—will be contingent on city officials guaranteeing they are willing and able to provide a 600-car underground parking garage under the block and on assembly of private and public land on the block.

He reminded commissioners the task force recommended a near \$60 million public commitment—\$30 million for self-retiring bonds on parking garages—to gain more than four times that much in new private spending downtown.

He said the city has spent more than \$20 million in downtown Dayton within the last 10 years, but realized less than \$20 million in private investment.

If the public spending is properly channeled, he said, private investment will skyrocket.

Rogers said the city need not commit any spending until private developers are ready to commit their money. The two interests must act almost simultaneously, he noted.

Norman L. Gebhart, task force chairman, told commissioners:

"The city has to be willing to get into the parking business. If it is not—if you don't have the courage to follow this plan through — let's fold up our maps and go home.

"The iron is hot. I have never been quite as optimistic. The time to move is now. There has to be rapid follow through between talking and doing."

Commissioners will discuss task force recommendations Wednesday. They include recommendations to hire a parking lot development consultant and establish a committee and full time director to co-ordinate public and private development.

Rogers and Gebhart urged commissioners adopt those recommendations as well as seek a report on methods available to get public money for investment soon after the Wednesday meeting.

Downtown Dayton Development

1969 Feb 1

# Downtown? 'Now or Never'

By Ronald Goldwyn  
Journal Herald Staff Writer

Up to now, downtown, Dayton has been famous mostly for things like floods, adult book stores, lots of empty land called urban renewal and the two days a year when Downtown Dayton Day flags are flying.

Nobody important lives there, it seems, except Mayor Dave Hall.

Daytonians for the most part have bypassed Third and Main when they go looking for fancy restaurants, specialty shops, the performing and visual arts, sports or night life. There are no major corporate headquarters. The city even lacks a symbolic gathering spot, unless you count the hippies on the Old Courthouse steps.

A LOT OF people have lamented the city's lack of an urban style, task forces and

committees have been formed to prod some life into the downtown area, thus far without much success.

However, a few projects on the planning charts have brightened the outlook. Is it too late to build a downtown area that truly provides a focal point for the Miami Valley?

No, the experts say. But in the next breath they add: Now or never.

Pressures from the suburbs are forcing the issue.

MARVIN L. PURK, executive vice president of the Dayton Area Chamber of Commerce, says the home-binding influence of television and the backyard barbecue shapes today's living, in contrast to the "go downtown and see a movie" syndrome of the 1930s and 1940s.

But the real crunch is provided by a sudden coming of age in suburbia.



Last of a Series

Robert A. Flynn, Dayton planning director, views the 60s in Dayton as an era of transition from a quiet Midwestern manufacturing center to a metropolitan region that needs a "full range of cultural and civic and entertainment facilities."

Until recently, the transition had little effect on the city-sub-

urb balance, according to Dr. Claude Gruen, a San Francisco-based consultant with Arthur D. Little Inc. who has conducted several economic studies here. Gruen said the Miami Valley suburbs have been slower to respond to growth than the center city.

"As of two years ago, this began to change extremely rapidly," he said.

THE MOST visible evidence is the opening of Salem Mall northwest of town and Dayton Mall to the south.

"Now Dayton Mall, with 2 million square feet, is on the scale of downtown Dayton. We're not talking about middle-level suburban shopping, but the traditional large-scale services and first-line goods that usually draw people downtown," Gruen said. "Suddenly there is large competition."

With big businesses, fine

shops, first-run movie houses and white, middle-class homeowners all moving away from the center city, downtown is losing its options for growth, and losing them fast.

But what are the choices? Does a functional town like Dayton, traditionally wedded to the industrial arts, really need a classy downtown?

YES, SAYS DALE F. Bertsch, executive director of the Miami Valley Regional Planning Commission (MVRPC).

"It's needed for psychological identification if nothing else," he said. "You also need an economic hub, a meeting place for the region, a center for governmental and business decision-making."

Yes, says Brother Norbert Brockman, chairman of the University of Dayton political sci-

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ence department who maintains a close watch on trends and trend-setters in the region.

"One thing we lack is a kind of ambiance. Culture is much closer to the center of life than people think," Brother Brockman said. "A critical question for the 70s is whether we will establish an urban style or just become another medium size city.

"WE ARE ENTIRELY too matter of fact. With the higher amounts of leisure time, there's a question if people will be involved in a city that doesn't turn them on."

Maybe, says consultant Gruen, who foresees the alternate possibility of subregional centers emerging north and south of town, with the center city relegated to a regional or neighborhood service area.

More specifically, Gruen is convinced the market is already available for a high-fashion center of small specialty shops. He envisions a race between downtown interests and some suburban developer to build it first.

"Within the next 10 years you will see a fashion center somewhere in the Miami Valley," he said.

SOME, INCLUDING Purk, see signs that the "new downtown" is emerging now.

He pointed to new buildings such as the Grant-Deneau Tower, the Winters Bank Building, the Herman Miller Building, Rikes garage and the Holiday Inn, and commented: "We have started a trend that will accelerate."

"If all these new buildings were concentrated into a plaza they would be making an impact that would be generating a great deal of conversation," Purk said.

But Gruen pictures the building spurt differently, as a simple game of catchup. The boom serves to replace obsolete offices built before the Depression, he said. They change the face, but not the nature, of downtown.

RECENT EFFORTS to stir interest in downtown develop-

ment have sagged because of a gap between planners' dreams and the community's will to build on those dreams.

The Center City Task Force, a private group of business and civic leaders, commissioned a Baltimore architectural consulting firm to draw up a downtown plan. The plan, made public more than a year ago, calls for three major activity centers downtown, based on high-fashion shops, a plaza, and an entertainment and convention center. The plan has sparked little response or action.

"Sometimes the stars are right and everybody's ready to pull together," said George Kostitsky of the Baltimore firm. "It happened in Baltimore and Cincinnati. This has not been the case in Dayton, but it may be ready to."

CONSULTANT Gruen is less astrological in his analysis.

"The commitment on the part of the business community was not there. In terms of a major commitment to downtown, tens of millions of dollars, I don't see anyone opening a checkbook," Gruen said. "It's already too late to have developers battering down the door."

Regional planner Bertsch feels the downtown area has lost ground in its battle to become a regional focal point.

He cited the recent decisions by the National Cash Register Co., Cox Enterprises and the Mead Corp. to develop major projects outside the city—decisions he said were made on the basis of immediate costs, rather than considering public needs.

BERTSCH said suburbs should recognize the need for a strong downtown "and refuse rezoning in order not to provide an easy out." But he admitted this would not be practical unless some revolutionary tax-sharing plan should eliminate the need for suburban municipalities to add to their tax base.

There is general agreement that now is the time for new approaches and new initiatives for downtown growth.

"The resurgence of downtown is dependent on the community

## Dimensions of a New Decade

committing itself to certain actions," Purk said. "The community has an opportunity to rebuild a glamorous, exciting downtown, but we can stand forever on the threshold."

"If Dayton doesn't weld itself into a cohesive community in the near future, then I see no hope for this to happen later on," he said.

THE IMMEDIATE future looks hopeful, if not promising, for several reasons.

The primary cause for optimism is the apparent commitment by the Dayton city commission to build an exhibition center and public parking facilities in the Midtown Mart urban renewal area, located south of Fourth Street.

The area has experienced one false start. The city's original plan called for a retail center built around a major department store, but nobody was interested.

Now, Mayor Dave Hall's dream of an exhibition center has taken hold. The commission last week took on the first steps toward implementing the plan by setting up a special fund for the center and by authorizing

the city to hire an architect to draw building plans. A consultant's feasibility study on possible public garages in the area will be ready within two months.

TO CHAMBER spokesman Purk, the government action is a first step necessary to show private developers that somebody cares.

"What the government needs to do is create downtown the kinds of facilities that are magnetic," Purk said. "I want to see them concentrate on the exhibition center first. Then I suspect we will get rapid commitment from a major hotel and shops."

The present mart area plan also calls for a large office or apartment building and a publicly built transportation center.

Gruen's formula for downtown is "doing the do-able now." He said the failure of large-scale plans to gain support dictates "a rather modest scale of development," including a small but first-class conference center rather than a large but unfriendly convention facility.

"THE BIGGEST danger is to throw up our hands in frustration just because we can't be another San Francisco—or another Cincinnati, for that matter," Gruen said.

If the new mart plan, in a shabby old business area leveled by urban renewal, can catch hold, the city is hoping it will create an infectious spirit for change.

City planner Flynn considers the mart plan an important first step, but on the "periphery" of the real downtown. The real revitalization, he said, must come along Main Street between Monument and Fourth Streets.

But money is the inevitable problem, and the federal government may not answer the bell for this round of renewal

plans. The trend in renewal legislation favors residential projects, especially in poor neighborhoods, along the lines of the Model Cities approach. Flynn admitted that downtown projects, in vogue a decade ago, are not very attractive to the federal government these days.

ONE DREAM that would have much to do with the image of downtown concerns the Great Miami River.

Horace M. Huffman Jr., chairman of the River Corridor Development Committee, said an architect will work on a landscape and recreation plan for the river for the next year or so. While the study will cover the river for its entire length in Montgomery County, the "most intensive development" would probably take place where the river swings past the central business district, Huffman said.

A key element in the plan will be augmented flow of the river to make it "full and clean," he said.

"My guess is it will take all of 10 years to do everything that can and should be done," he said.

Montgomery County residents may be asked to vote sometime in 1972 on financing the development of the river once the plan is completed, he said.

HUFFMAN also is involved in a second plan that would have a profound effect on downtown... if it works.

That is the Burns-Jackson Village plan, a proposal by a group of local civic leaders to turn the Burns-Jackson urban renewal area on the eastern edge of downtown into a quaint and imaginative residential area for middle- and upper-income families.

Burns-Jackson, which lies about one block east of the Midtown Mart area, has already been tabbed by the city for some kind of clearance or drastic restoration. Renewal officials like the village plan, but are not sure the city can afford its share of the cost.

The civic leaders, who have

formed the Burns-Jackson Corp., would like to restore about 200 homes in Dayton's oldest neighborhood, ring the area with plazas, stores and craft shops, and eventually add two high-rise apartments.

THE VILLAGE plan would bring some of the region's middle-class and wealthy citizens into an area that is now regarded as poor and lifeless.

"Burns-Jackson would be the first wholesale step to bring people back downtown... leadership people... people who would work for the city," Huffman said.

"Up to now these people have not been willing to move back (from the suburbs). This is one chance Dayton has to reverse this trend."

As the city takes preliminary steps to relocate Burns-Jackson's several thousand poor residents, the Burns-Jackson Corp. is waiting for a court decision on the validity of a new law that would solve the public financing problems.

The law permits the city to pay for public improvements in a restored neighborhood by using the extra tax revenue that property upgrading would generate. If the law is upheld, Huffman said, the Burns-Jackson plan can work.

But the Burns-Jackson plan, like the other downtown renewal schemes, is built on variables. Those ifs and maybes will determine whether the region has the will, or the need, to build a downtown significantly different than the one it has.

As Claude Gruen stated the issue in 1980 terms:

"There will be a downtown. The question is whether it will be where it is today."

Downtown? Now or Never

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## We're Swinging City, Right? So Why Are We Standing Still?

26 March 72

In the less than a decade since I have been here, this city has posed a constant bafflement.

Here we are with probably more potential than any town in the state. And here we sit, muddling along with the hardest hit economy in the state.

You can cite technological changes and high wage rates and just about every modern malaise in the books for our problems and you would be partly right.

BUT it seems to me that more than anything else, our present moribund economy has come about through general attitude. Or, more specifically, lack of it.

Take a look at towns that are on the move building and bringing in industry and creating new business. Look at Cincinnati or Atlanta or Kansas City.

Stop a resident on the street and ask them what they think of their city. They likely will say: Man, it swings. Ask them why it swings and they probably haven't the foggiest. All they know is that they are caught up in movement and progress and they like it.

### Leadership, Dynamism Lost

I contend that Dayton lost its leadership and dynamism when it lost its last founding industrialist. What was left were leaders who were content to remain silent and whose chief concern was in the preservation of what they had inherited.

We were further saddled with a form of local government that by its very nature does not generate leadership. Clean and efficient it may be. Able to overcome inertia, it ain't.

Some leadership has sprung up. We have the Dayton Development council and I have high hopes for it. But it cannot do it by itself.

I think the ingredient that is missing in the Dayton economy is the concern and involvement of the average citizen, each of which is affected by the economy.

We ought to first ask ourselves if we are content to go along with things as they are. If we are not, then I think that in order to get into motion, we may have to go to the old Concerned Citizen game.

We may have to put together a confederation of the warp and woof of Dayton society — not just those with the most vested interests. Let them take a long look at where we are and where we would like to be in a given amount of time.

### Let's Do It

Then let them do a little old fashioned American romping and stomping and pushing and shoving.

Do we need commercial development along our rivers? Well, how much and how can we do it and why isn't it being done?

Do we need a downtown mall? Well, for heavens sake, let's do it.

Do we need rapid transit? Can we give industry better tax or zoning breaks than we have done in the past?

Why can't we get local money behind this project or that project?

Why can't we get the spot on the professional golf tour vacated by Cleveland? Why can't we get the Detroit Pistons, with or without Cincinnati?

We have to realize that our economy and our saleability as a community to new industry is composed of the total community package including transportation and entertainment and schools.

The fact of the matter is that we can be anything we want to if we have the will. We can replace the jobs we are losing at NCR and Wright-Pat with other jobs if we look hard enough.

Dayton is not NCR or GM or Wright-Pat. It is exactly the sum total of what the people who live here are content for it to be. And right now what we are is way behind and not running fast enough to catch up.

Editorial

more potential than any town  
in the state

1972 July 26

## ATTACHMENT 5.4

### PAUL DENEAU, ARCHITECT

“Because of the education, experience and discipline that go with architectural training, the architect is a better-rounded human being. He’s got to know business and aesthetics; he’s got to know art and culture. He’s got to be an engineer; he’s got to be a salesman; he’s got to be a negotiator. And sometimes, on the job he’s got to be an S.O.B.”

--Paul Deneau (Dayton Daily News, 1972)

“It is too easy to describe Paul Deneau as a study in contradictions, a complex man. Most who are intelligent and successful exhibit those traits. Yet, in Deneau, the conflicts are more visible than most. He seems to perch on his own shoulder and watch a creature called Paul Deneau pushing and sweating his way through real life. And all the while, his insider’s grin and seem to say ‘Catch my act? How’m I doing?’”

(Ron Goldwyn, Dayton Daily News, 1972)



# Deneau and Dayton: An Affair of the Heart

Continued from Page One

has been involved in both long-range and recent planning for development of the four-block area.

He hopes to design and develop a hotel, perhaps an office building, apartments and—the hockey arena.

**THE HOCKEY** arena is to the medical soap opera plot the immediate but minor heart operation—the one that draws the publicity and focuses attention on the operator and his skills, even though it's a small part of the big plan to save the woman he loves.

"The World Hockey association franchise and the new arena provide a great opportunity to accomplish something I think is vital to the city of Dayton," Deneau said.

He stepped down Tuesday as president of the local team franchise in the new major hockey league "to devote more time to the design and development of Block 2 of the Dave Hall Plaza." He remains, however, as chairman of the board.

There's a lot more to Paul Deneau than his love affair with the city.

**"IF THE** picture that comes out is of a one-sided guy, that's not the right picture," said his lawyer and friend for a decade, John L. Evans of Cincinnati.

Another side of the Deneau personality is his candor, which, his friends say, make him enemies. He knows he makes some people mad.

"Probably those people that don't like me don't appreciate candor and honesty — and I try to be honest, even in jest," Deneau says.

"I don't respect many people, only those who are competent at doing their job, whatever it may be. I don't like bigots on any level who walk around wearing a cloak of self-righteousness. I guess my intolerance shows."

Then he added wryly:

"Obviously, any enemy I have is not too intelligent or bright or sophisticated — and has no sense of humor."

Deneau loves Dayton because the affair is fun. If it weren't fun, he'd probably love someone else.

"We have one rule," Deneau says of his close-knit family of business associates. "Anything we do has to be fun."

"It's all a game anyway, and if it's no fun, there's no sense in playing it. Of course it's agonizing sometimes, and it's hard work. But if we pull out of a project, it's because it ceased to be fun."

**DENEAU** sees the function of land developer as a natural extension of architecture. He uses the same skills in "putting the pieces together" — to get financing for a hotel, or apartment building or arena — that he uses as an architect.

"It's all fun. The planning, the selling, the behind-the-scenes politicking, the designing, the building. It's all part of the game, and it's a hell of an interesting game."

Deneau says he decided to become an architect when he was 15. He was assigned by a Cleveland school teacher to write a paper on what he wanted to do with his life.

He happened on a book on architecture. "There was a list of 33 things an architect has to be able to do well." That caught his interest.

Deneau sees himself as an intelligent, tough, competent man with a variety of skills and interests. And architecture challenges him.

**"ARCHITECTURE** is the only profession where you're not forced to work closely with your fellow professionals," Deneau said in discussing the nature of his competition. "You're required to stand on your own two feet."

"That's why architects are without doubt such great individuals."

He was entirely serious. He referred to a study made during World War II which he said indicated architects were particularly competent individuals.

"It showed the architect was always best under pressure. Give him a gun, and shooting rapid-fire at a target, he scored highest. The architect scored highest in almost everything he did."

"Because of the education, experience and discipline that go with architectural training, the architect is a better-rounded human being. He's not to know business and arithmetic; he's got

to know art and culture. He's got to be an engineer; he's got to be a salesman; he's got to be a negotiator.

"And sometimes, on the job he's got to be an SOB."

**NEARLY** everyone who knows Deneau mentions his sense of humor, which they say can occasionally break up a meeting when it becomes overly serious. For example, he added this comment to the earnest praise of his profession:

"In my office, he's also got to be able to shoot pool pretty well."

It was after 5 p.m., and the balls were clicking on the pool table in a room that connects Deneau's office with that of Per Moller, the Danish hotelier and racing enthusiast who is president of the LanDeau Corp. and manager of the Grant-Deneau Tower.

Moller loves excitement. He was in the World War II Danish underground at age 14, an Army platoon commander at age 16. He has represented Denmark in the Olympic games in soccer, gymnastics and fencing. He has raced competitively on motorcycles, cars and hydroplanes. He drives a Ferrari to work.

**HE HAS** managed the Hotel Pfister in Milwaukee, the Chase-Park Plaza in St. Louis and the Lodge of the Four Seasons in the Ozarks.

He has worked for Deneau for four years because he likes the excitement.

"This is an exciting place to be," says Moller, indicating the Deneau suite of 21st floor offices. "There is always something happening. There's an esprit de corps, you might call it, between all of us here."

"I don't care how much money I make — there is total involvement when you work with Paul."

**MOLLER AND** Deneau have been together a long time in four years. They have worked together, played together, drunk together and shared dirty stories. (Moller pretends to prefer clean ones, and Deneau pretends to try to shock Moller's precise continental sensibilities.)

**OTHER FRIENDS** describe Deneau as introspective. He says he is a night person who does much of his planning at home, in his head, while his hands or his conscious mind might be focused on something else.

He also reads three or four books a week. ("Some of them dirty").

Deneau likes to wax philosophical over drinks in the Bull Market bar on the ground floor of his office building.

"Perhaps the major problem of our society today is that too many people don't have anything to identify with," he said, after describing himself as a frustrated teacher.

"Take the poor guy who works at Ford, turning out a crankshaft. He passes 200 Fords on the way home from work, and he doesn't know whether his crankshaft is in any of those cars. His work gives him nothing to identify with."

Deneau says people is what it's all about, and his eyes light when he talks about going back to the Lakewoods apartments for moderate income elderly.

**"WE DESIGNED** those buildings for people to live in," Deneau said, "and they are living. Not just existing."

Now he was back in the middle of that volatile and frustrating love affair with the city. She not only was ailing, but she didn't seem to want to be saved.

Deneau was reminded of his 1955 decision to settle in Dayton as an architect. He had considered Atlanta.

"The boom was already in progress in Atlanta," he told The Daily News a few years ago. "The boom might have been over before I was able to establish myself there. It takes years to establish yourself as an architect."

**"I WAS OBVIOUSLY** wrong," he says now. "But I don't regret it."

"There's a great opportunity here for anybody who chooses to be competent in his chosen field, because they're too many people sitting back on their fat asses."





Daily News Photo by Dennis Gordon

**PAUL DENEAU, CITY SURGEON, AT 'OPERATING THEATER' WINDOW**  
**'... Downtown Is the Heart' But Disease Is Steadily Worsening**

# Deneau, Dayton

20 Jan 72

## Affair of Heart

By JEFF SCOTT, Daily News Staff Writer

Paul Deneau's love affair with Dayton is a little like what might go on between a doctor and his ailing paramour on daytime television.

Deneau, who insists he is "primarily, basically and always an architect," believes he knows what treatment Dayton needs to regain its health. Heart surgery.

"I think anything starts with the heart—and downtown is the heart," Deneau says. As he talks, he can look down on nearly all of downtown from his architectural operating room on the 21st floor of the Grant-Deneau Tower.

DENEAU is no love-struck kid. He is 43, and has been practicing architecture in Dayton more than 15 years. Some say he's gotten pretty good at it.

"I don't think he's a naive man," his lawyer said. "I think he's an optimistic man."

About 10 years ago, after carefully plotting strategy, he decided to try to save the city. He extended his architectural abilities into property development, starting with the remaking of the old Gibbons hotel into the Dayton Inn.

"You have to develop a philosophy — a direction and a plan. Then you have to implement that plan," Deneau says.

Deneau and his associates followed the first new downtown hotel in recent years with the first new downtown office building. The Grant-Deneau Tower was finished in 1970.

NOW DENEAU is trying to move faster, because the city's heart disease is getting worse, in spite of several other new buildings that have gone up in recent years.

"The need for downtown development advances geometrically," Deneau explains. "The longer you go without doing anything, the more you have to do."

The architectural firm of Deneau, Klesht and Associates designed the exhibition center in the Dave Hall Plaza. Deneau

has been involved in both long-range and recent planning for development of the four-block area.

He hopes to design and develop a hotel, perhaps an office building, apartments and—the hockey arena.

THE HOCKEY arena is to the medical soap opera plot the immediate but minor heart operation—the one that draws the publicity and focuses attention on the operator and his skills, even though it's a small part of the big plan to save the woman he loves.

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There's a lot more to Paul Deneau than his love affair with the city.

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cont. →



# Paul Deneau: An incongruity

Paul Deneau is an unlikely romantic. He is no-nonsense, gruff, crude at times. His jokes are earthy, and when he laughs, you're never sure he's laughing with you or at you.

So there is incongruity as he stares through his curtainless picture window on the 21st floor, brooding over the cubes and rectangles and empty spaces of downtown Dayton, and then declares:

"I'm not ashamed to say I love this city. I dearly love it."

His voice is flat, with a touch of weariness. "This is like a girl of 16 or 17, waiting to become a woman, a bit immature, but all the elements are there."

He points to the sky and asks what I see.

"Clouds," I say, feeling foolish.

The answer he seeks is radio waves, planets, h i g h w a y s for airplanes, horizons without limit. It is a variation of the parable of the two bricklayers. One thinks he is building a wall, the other says he is creating a cathedral.

Deneau's tone has changed. He is speaking with an intensity and power that he burlesques at other times by answering the phone with "Dr. Pucker here."

He stands behind his chair, as if at a lectern. His office is curiously lit, with inset ceiling fixtures above his desk that now accentuate his features while leaving the rest of the room in twilight darkness.

HE GROPES with his philosophy, or his direction — he uses the two words almost interchangeably. It is something he has written down, for his own eyes, and something he has



Deneau

(Continued from Page 29)

which Deneau designed for the AFL-CIO on Wilmington Pike. The apartment house, the area's first federally aided project for low and moderate income elderly persons, was hotly disputed at birth, but has become a model for similar projects.

AS DENEAU'S a pyramid grew, the next blue-blood alliance was with Richard Grant Jr., board chairman of the Reynolds and Reynolds Co. printing plant. Grant provided most of the capital and Deneau supplied the architecture for the \$8-million Grant-Deneau Tower, downtown Dayton's first modern skyscraper.

Deneau boasts that the tower is one of the nation's few "built without the first lease being signed." He also believes the building pricked the pride of Dayton's establishment enough to hasten construction of several new office towers.

The tower was just one part of Deneau's growing interest in the downtown scene. He conducted surveys for the Center City Task Force and checked the feasibility of a proposed exhibition center that his friend, then-mayor Dave Hall, was dreaming about.

AS CITY HALL covertly Hall's dream into policy, Deneau's firm received city contracts totalling \$386,000 for preliminary design and final construction drawings.

Several insiders say Hall simply dictated the selection of Deneau for the job, although the former mayor denies it. Deneau is sure Hall had a big hand in the choice. Deneau had the clear inside track as a result of his preliminary work, his previous interest in downtown and his track record.

Jack Unterburger service and buildings director says the Deneau firm has well earned its fee (which was set by national architect's fee schedules), met all deadlines and continues to assist by monitoring the construction site. The \$6 million building is due to open in September.

Deneau's latest undertaking combines downtown involvement and blue-blood backing: He is working with the Cox interests through Dayton Newspaper Inc. in building an arena across the street from the exhibition center and bringing a World Hockey Assn. franchise here to play in the arena.

HAS THIS DECADE of intense activity made Deneau a part of the Establishment, so-called?

Few people think so and neither does Deneau.

"I don't know that I am accepted," he says. "I think I'm resented by a lot, as they would resent anyone who's doing anything. And there are some who would like me to be swept under the rug."

Dave Hall considers Deneau a promoter and gambler in a long tradition of Dayton promoters. He puts Deneau's accomplishments in the class with Deeds, Kettering, Haswell, Grant and Beerman, among others.

"Every time he goes into something, he goes for broke," Hall says admiringly. "He puts it all on the line every goddam time."

EX-COMMISSIONER Walter adds: "You've got to understand his personality to appreciate him. I think a lot of people respect him, but don't particularly like him . . .

"He has the guts, the courage to do things other people have not. There's a lot of money in this town and a lot of people who could make a decision and have other people follow suit."

Ron Goldwyn

Off the Beat



found in obscure books that he likes to give away to his friends.

He is hoping for an incisive question, a helpful insight that will challenge him and draw him out. But I am not getting the big picture. He is more disappointed than annoyed.

Paul Deneau can be a tightly wound spring, bursting with anecdotes about his ploys and dealings and triumphs in board room psychology. Putting together big deals takes a special talent of patience and impulsiveness, a mixmaster mentality.

"You cut off your nerve endings, you get ulcers, and you gamble a lot," he says.

He yearns to go off the record and share the stories with me, but then caution sets in. He may have to do business with those guys again.

So he retreats and mouths a favorite quotation: "Big business is conducted on a kindergarten level."

DENEAU'S STORY would doubtless be a remarkable one if he told it in detail.

He was born 43 years ago. He grew up in Brooklyn. His father, a department store buyer, moved to Cleveland and then Dayton, where he worked for Ray's and Elder's as a buyer of shoes and soft goods.

Deneau graduated from Ohio State's School of Architecture in 1951, a classmate of George E. Walter and Richard Levin, who would later join him under the loose heading of "prominent Daytonians."

Fitzpatrick points to all the projects on the horizon with Deneau's name on them and says: "Anybody can sit back and take potshots at somebody who's doing something. This guy's had his fingers in a helluva lot of things that have happened." And he raises his voice to accentuate the last word.

Although his fame rests on the reputation of a developer, packager and mover, Deneau says he is most proud of his work as an architect.

THE FLOOD of publicity that has accompanied his hockey and arena deals is "foreign to my nature."

"The only exposure I like is 'architect' after my name on a building," he says.

An architect's board sits in the corner of his office, but in these hectic days of wheeling and dealing, it is not surprising to find three weeks of old newspapers piled on top.

Deneau's architecture can be the subject of a sharp cocktail party argument.

One friend, calling him a "good architect," goes on:

"He is good at designing buildings so they can be built. He is what I like to call a practical architect. He's cost conscious."

DENEAU HIMSELF says: "The greatest ideas I've ever heard aren't carried out, because people don't know how or they're too lazy."

Deneau's firm doesn't win architectural prizes, he says, because he refuses to enter contests. He scoffs at eye-catching, angular buildings that win the awards, calling them fads that will look out of place in a few years. Steel and glass towers, on the other hand, might as well be designed by computer, he says.

The critics' verdicts on the Grant-Deneau Tower, the man's most visible monument, are mixed. Deneau calls it a clean modern statement with a dash of romanticism in its lighted arches. The ground floor, he acknowledges, is blah, but it is unfinished, dependent on signing a major tenant.

He was stung by early criticism of the exhibition center design, insisting that the building is the most attractive possible on an exceedingly tight budget.

"We're not egomaniacs," he says.

\* \* \*

Deneau calls himself a frustrated writer. He claims he has a book to get out of his system some day, and promises it won't be "Confessions of Corporate Intrigue" or anything about work.

He recalls the wee hours he's whiled away in the bar of a hotel he used to own in Sarasota, Fla. Authors McKinlay Kantor and John D. MacDonald were his drinking buddies and the three would swap literary critiques, philosophy and lies while Deneau's wife, Barbara, sang torch ballads and show tunes at the piano bar.

He can be an intensely private man who speaks of long hours of introspection and reading ("four books a week, from Plato to Playboy," he says, deliberately dishing out a quotable quote.) He is an avid hockey fan, but the one hobby that gets him away from the press of business is deep-sea fishing.

Walter, a former city commissioner, remembers Deneau as "a good student if he applied himself." The two became friends and Walter spent one undergraduate summer as a house guest in the Deneau family home in Dayton's Belmont section.

DENEAU JOINED the Navy, became a gunnery officer, spent most of his service years in the Boston shipyards and returned to Dayton in 1955.

(Is it true, I ask, that he had \$12 in his pocket when he returned?)

("Twelve eighty five, to be exact," he says mockingly also had a wife, a child, an education and a hunger for success.")

He worked briefly for Leviton Construction Co. As an undergraduate he had been a summer laborer for Leviton.

Arena still faces thin ice, Page 1 . . . Rink land price by design, Page 10.

This time he was staff architect, designing such jobs as Capri Motel on South Dixie. At Leviton, they remember him as "pretty aggressive, pretty impatient."

After six months, he left to set up his own firm.

THE STORY started turning remarkable around 1960 when he joined forces with downtown real estate man Will Fitzpatrick, heir and executor of the Gibbons estate. The project was buying and refurbishing the old Gibbons Hotel, which became the Dayton Inn.

Fitzpatrick put up the money, Deneau supplied architectural expertise. It was a capitalization form that Deneau would repeat in other enterprises.

The two men stayed partners through numerous ventures including more hotel purchases in Cincinnati, Covington, Florida, until they decided to dissolve their hotel interest a few years ago. Perhaps most notable was the Lakewood Hotel.

(Continued on Page 30)

But he can be quite accessible—like answering his office phone without benefit of a secretarial buffer, or holding court at the Bullmarket Bar on the ground floor of his skyscraper. The first among equals with those who work with him is swear by him.

He is bluntly honest and honestly evasive. If questioned about an area he considers too personal, like the extent of his personal wealth, he'll reply calmly and without malice: "None of your bleeping business."

It is too easy to describe Paul Deneau as a study in contradictions, a complex man. Most who are intelligent enough to look at him will find those traits.

Yet in Deneau, the conflicts are more visible than in most. He seems to perch on his own shoulder and watch the creature called Paul Deneau pushing and sweating his way through real life. And all the while, his insider's grin and seem to say: "Catch my act? How'm I doing?"





## Joe Fenley BUSINESS EDITOR

19 Nov 67 DDN

### Deneau: Architect First

About three times a day, Paul H. Deneau walks to a window in the office suite of Paul H. Deneau & Associates on the 10th floor of the Commercial building and visually checks progress on the demolition of the old Keith building.

For Deneau, architect, and principal owner of hotels in Dayton, Covington, Ky., and Sarasota, Fla., and an apartment building in Cincinnati, these are exciting times in Dayton.

HE AND RICHARD H. Grant, chairman of the board of the Reynolds & Reynolds Co., are the principals in the \$8 million Grant Deneau office tower structure slated to replace the old theater building.



Because of his real estate investments, Deneau is gaining a reputation as an entrepreneur, a label he views with some distaste.

The 39-year-old native of New York City stresses that his primary occupation is that of an architect and that, in fact, all his real estate investments involve architecture either in new construction or in extensive remodeling.

**Deneau** **DENEAU FIRST** came to Dayton in 1948 while working as a laborer for a construction firm on summer vacation from school.

After graduating from Ohio State university in 1951 with a degree in architecture and after serving as a gunnery officer and as a plant and processing officer in the Navy, Deneau returned to Dayton in 1955.

At the time, he regarded Atlanta and Dayton as the two American cities with the greatest potential for future development.

"The boom was already in progress in Atlanta," said Deneau. "The boom might have been over before I was able to establish myself there. It takes years to establish yourself as an architect."

### Development Offers Opportunity

Cities in or on the verge of development or redevelopment booms offer creative opportunities for architects and other persons with professional skills, he stresses.

**FOR A SHORT TIME** after his return to Dayton, Deneau worked as an architect for a construction firm, then opened his own architectural office.

Strictly as an architect, he has designed a senior citizens apartment project built by the AFL-CIO, two union halls and other buildings.

His first real estate investment in Dayton was the purchase of the old Gibbons hotel and the leasing of the land from the Gibbons estate.

"The real estate investments in which I'm involved," said Deneau, "represent an extension of the practice of architecture. We are applying professional backgrounds to creation, thought, and the implementation of bricks and mortar to structures in which we are involved."

Deneau relates that he has three main goals: The creation of good architecture, the construction of buildings that will have a lasting impact on the community, and personal financial stability.

In that \$2.5 million Gibbons hotel transaction, the building was remodeled and reopened as the Dayton Inn. Deneau is still the major owner, but the name was changed to the Statler Hilton Inn when he signed a franchise agreement with the Statler-Hilton chain.

Long-term financing on Deneau's private investments have come from insurance companies. Construction money has come from banks.

The architect builder isn't worried by the fact that he has now borrowed millions of dollars. "Once you owe \$100, anything over that is just a few more zeroes," he quipped.

The key, says Deneau, is estimating projects so that the return is commensurate with the risks. "The only way to grow is to take risks," he asserts.

### Keith Building Purchased

Grant and Deneau purchased the Keith building at Fourth and Ludlow Sts. for \$750,000. By the time the new 22-story building is finished, they will have what amounts to an \$8 million investment.

The two men were brought together by mutual acquaintances who knew that Deneau wanted to build in and that Grant wanted to invest in the downtown area.

**AND THE DOWNTOWN AREA** is a big challenge, according to Deneau.

"Dayton, while possibly still a little behind, is, more so than ever, a city of opportunity," he contends.

Major progressive projects, such as the plans for a 30-story office tower for Winters National Bank & Trust Co., have been announced, he notes.

"There are exciting plans," he continues. "The city and the county have started to do good, comprehensive planning."

### Knowledge for Private Enterprise

The Center City Task Force and numerous private citizens, he said, have "the knowledge and capacity to weld some major projects together under private, rather than government, enterprise."

Noting that the original development of Dayton was financed by industrial people, Deneau adds that "their indication of willingness to use their money to rebuild is a good thing."

**MUCH OF THE PRESENT** deterioration, he argues, can be traced "to absentee ownership by people who no longer have roots in the city."

Deneau plans to be in Dayton for a long time.

That's partly why he walks to the window on the 10th floor about three times a day and watches the metal ball on the crane smashing down the old building so the new one can go up.

# The Miami Herald

10-D

THE MIAMI HERALD

Sunday, November 19, 1967

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—United Press International Telephoto

## Welcome...Huh?

**Delegates to the Florida Baptist Convention in Sarasota this past week must have done doubletakes when**

**they saw this motel sign. The problem was that the top two lines are maintained as a standing announcement, while the bottom line is changed to welcome whatever group happens to be visiting.**



MR. PAUL H DENEAU

BIOGRAPHICAL BRIEF

Mr. Deneau was born in New York in 1928, where he spent his formative years and completed high school.

In 1951 he graduated from Ohio State University earning a Bachelor of Architecture from the College of Engineering. He was licensed to practice Architecture by the State of Ohio in 1952.

Following graduation, he served in the United States Navy, achieving the rank of Lieutenant, JG. His two years of service included sea duty on the USS Worcester, and an assignment as Plant and Process Officer in the Boston Naval Shipyard.

Moving to Dayton, Ohio in 1955, he associated himself with Levitt Construction as an architect; he also served as Supervisor of Construction on several major projects.

During 1956, Deneau established his own Architectural firm in Dayton, which he continues to aggressively manage as Senior Partner. The firm, Deneau, Kleski, and Associates, has shown steady, substantial growth and today is highly regarded as one of Southern Ohio's leading architectural firms. On subsequent pages, a listing is presented of major commissions and completed projects.

In addition to spearheading the success of his architectural offices, Deneau enjoys a reputation locally as a financier and developer of housing, commercial properties, and multi-unit dwellings. He has taken a progressive attitude toward the development and improvement of Dayton, and feels keenly regarding the healthy growth of the area.

He has further broadened his scope recently beyond planning, financing, and developing by forming LanDeau Corporation to provide a sales, management, and service facet to his various completed enterprises.

A biographical sketch of Deneau would be incomplete without reference to his civic pride and community growth attitude. Over the years, he has worked closely and developed meaningful relationships with city and county development officials, the Mayor, and Commissioners. In the area of Urban Renewal and community planning, his council is frequently sought out – he has contributed various ideas, plans and guidance toward the betterment of the community.

As a direct result of his foresight and planning his offices have been commissioned to plan Dayton's new Exhibition and Convention Center, and he has bid on the adjoining thirty-two story office, hotel, and apartment complex, which with the 2,000 car parking and transportation center will comprise Dayton's forthcoming downtown Mid Town Mart.

Mr. Deneau is married and lives in an attractive home of his own design with his wife, son, and daughter. He is in good health, and leads the active life of a busy executive in the coordination and management of various ventures.

**MAJOR COMMISSIONS AND PROJECTS**

Following is a partial list of substantial projects, completed or under construction by Deneau-Kleski and Associates:

<b><u>PROJECT</u></b>	<b><u>LOCATION</u></b>
<b>Fairmont Shopping Center</b> Suburban 70,000 square foot shopping center. Completed 1957	Dayton, Ohio
<b>Heather Terrace</b> Complex of three-story luxury apartments. Completed 1958	Dayton, Ohio
<b>General Motors Acceptance Corporation</b> 13,000 square foot office building, commissioned by General Motors Corporation. Completed 1959	Dayton, Ohio
<b>Phil Hill Medical Building</b> 16,000 square foot medical complex. Completed 1959	Dayton, Ohio
<b>Townhouse Motel</b> At the time, Toledo’s newest and most imaginative downtown motel, including 200 guest rooms, and one of the state’s most renowned night clubs,“Aku Aku Room”. Completed 1960	Toledo, Ohio
<b>Ohio Academy of General Practice</b> Imaginative office building of intriguing design, comprising of 9,000 square feet. Completed 1961	Columbus, Ohio
<b>Sprague Electric</b> Combination executive offices and manufacturing plant. Completed 1962	Vandalia, Ohio
<b>Forest Grand Medical Building</b> Suburban office complex for the medical profession. Completed 1962	Dayton, Ohio
<b>Dayton Inn Hotel</b> Major re-building, renovation on one Dayton’s older downtown hotels, comprising 250 guest rooms and adequate public areas. In addition to the planning, construction, and renovation, Mr. Deneau financed and operated this hotel as a Hilton Inn until recently. Completed 1964	Dayton, Ohio



<b>Lytle Towers</b> Major remodeling and re-construction project, converting a 12-story hotel to a 113-unit apartment building. In addition to architectural design and construction, the building was owned and financed by Mr. Deneau. Completed 1965	Cincinnati, Ohio
<b>Terrace Ridge</b> 320-unit apartment complex. Completed 1965	Troy, Ohio
<b>IUE, District Council 7, Office Building</b> Local union headquarters building. Completed 1965	Dayton, Ohio
<b>WESCO</b> 20,000 square foot warehouse and office structure. Completed 1965	Dayton, Ohio
<b>Lowe Brothers Warehouse</b> 80,000 square foot completely automated warehouse. Completed 1966	Dayton, Ohio
<b>Stotter Building</b> 30-unit apartment building. Completed 1966	Dayton, Ohio
<b>Philburn Medical Building</b> 12,000 square foot medical complex. Completed in 1967	Dayton, Ohio
<b>United Auto Workers Office Building</b> 72,000 square foot suburban office building. Completed 1968	Dayton, Ohio
<b>WAVI Broadcasting and Office Building</b> 7,200 square foot headquarters for local radio station. Completed 1968	Dayton, Ohio
<b>Lakewoods</b> Major senior citizens' complex. Completed 1966 Addition of 150 units completed 1969	Dayton, Ohio
<b>University of Dayton – Campus South</b> Women's residence house for the University of Dayton providing modern housing for 354 students. Completed 1969	Dayton, Ohio

**Grant-Deneau Towers**

22-Story high-rise office building in the heart of downtown Dayton, representing Dayton's first major office building since 1926. In addition to the architectural work, planning, and building, Mr. Deneau is a general partner in the building, and through LanDeau Corporation, manages sales, service, and rental of the building.

Completed 1969

Dayton, Ohio

**Emerson Center**

178-unit apartment complex.

Currently under construction.

Lexington, Kentucky

**Dayton Exhibition and Convention Center**

An integral part of Dayton's Mid Town Mart complex, which when completed will be comprised of the Exhibition Center, 2,000 car parking garage and Transportation Center, and a thirty-two-story office, hotel, and apartment structure.

Dayton, Ohio



# **ATTACHMENT 6**

## **SUMMARY OF CRITERIA FOR NATIONAL REGISTER**

"I'm not ashamed to say I love this city. I dearly love it."

—Paul Deneau (Dayton Daily News, 1972)

## Grant Deneau Tower and Criteria for National Register

### Criterion A: Association with Historic Event

#### **Area of Significance: Community Planning and Development**

#### **Level: Local Level for the City of Dayton**

#### **Period: 1960-1970**

#### *Dayton's challenges during the 1960s*

- Suburban Development, highway construction, loss of population to the suburbs
- Competition to retail and business in downtown Dayton from suburban malls and business opportunities
- Aging building stock in downtown Dayton, particularly in blocks south of Third Street

#### *Understanding and Addressing Challenges*

- Studies to understand the challenges and guide future development commissioned by City (RTKL called in as consultants)
- Urban Renewal – remove and replace entire blocks of the city's aging building stock
- The construction of large-scale business marts, Dayton's first high-rises offering cutting-edge amenities to retain older businesses and draw in new ones – a private effort carried out with support from the city

#### *The Grant-Deneau Tower in Context*

- Not an isolated effort, but rather played a formative role in the downtown Dayton development strategy adopted by the City and by entrepreneurs
- A Dayton project epitomizing contemporaneous, modernist, city planning and community development solutions for revitalizing Central Business Districts
- A precedent-setting, first high-rise business mart constructed in the city, directly linked with the efforts to meet challenges posed by suburbanization
- A highly visible effort by Dayton's entrepreneurs toward updating of the city's building stock, one that was focus of public attention



## Criterion C: Distinctive Design or Physical Characteristics

**Area of Significance: Architecture**

**Level: Local Level for City of Dayton**

**Period: Mid-Century Modernism (1945-1970)**

### *The Building*

- The first modernist high-rise building in Dayton, a local landmark
- The tallest building in Dayton at the time of its opening in 1970, surpassing in height a 1938 building
- Signaled the transformation of Dayton's skyline
- Mid-Century Modernism: Exterior – New Formalism with elements of Meisian modernism; Interior: Modernist open plan around a central circulation and service core, allowing freedom in layout of office spaces according to business requirements
- Providing cutting edge amenities to tenants in the full-service business mart environment in the city itself

### *The Architect-Developer - Paul Deneau*

- A civic-minded architect-developer whose successful practice as partner in his leading Southern Ohio architecture firm included mid-century modern buildings such as the Grant-Deneau Tower and the Dayton Convention Center
- Introduced the business mart concept to Dayton with an aim to ensure modern business amenities were available in the city
- Personal involvement and investment in Dayton's physical development, acutely aware of challenges faced by Dayton led to a significant impact on the city's physical development
- Paved the way for mid-century modernism, and particularly the modernist high-rise architecture, in Dayton
- Set the stage for national and international modernist architects, including I. M. Pei, Harry Weese, Edward Durrell Stone and others to work in the city

## Criterion G: Exceptional Significance

Many of the points listed above (and throughout this package) demonstrate the exceptional significance of the Grant-Deneau Tower for Dayton. It has been established that this was the pioneering building in a city planning effort to modernize downtown and compete with the rapidly developing suburbs, and is deserving of being listed on the National Register with other modern skyscrapers of this time period.